BROADCASTING
Broadcast Advertising

Vol. 11 • No. 12

WASHINGTON, D. C.
DECEMBER 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY
DEC 15 1936

WHERE YOU HAVE GROUND TO COVER

... *One* GOOD VACUUM CLEANER IS WORTH A *dozen* WHISK BROOMS

● For dusting off a few powder-dabs here and there, a whisk broom may be okay. But for cleaning any sizeable area, the housewife naturally chooses a vacuum cleaner.

Similarly to make a clean-up in Iowa, the radio advertiser naturally chooses the one station big enough to do the whole job at once — WHO, with 50,000 watts. In the east, many radio stations serve compact, vertical markets. By contrast, WHO's market is broad, horizontal. To sell it, you have ground to cover. And where you have ground to cover, one good vacuum cleaner is worth a dozen whisk brooms.

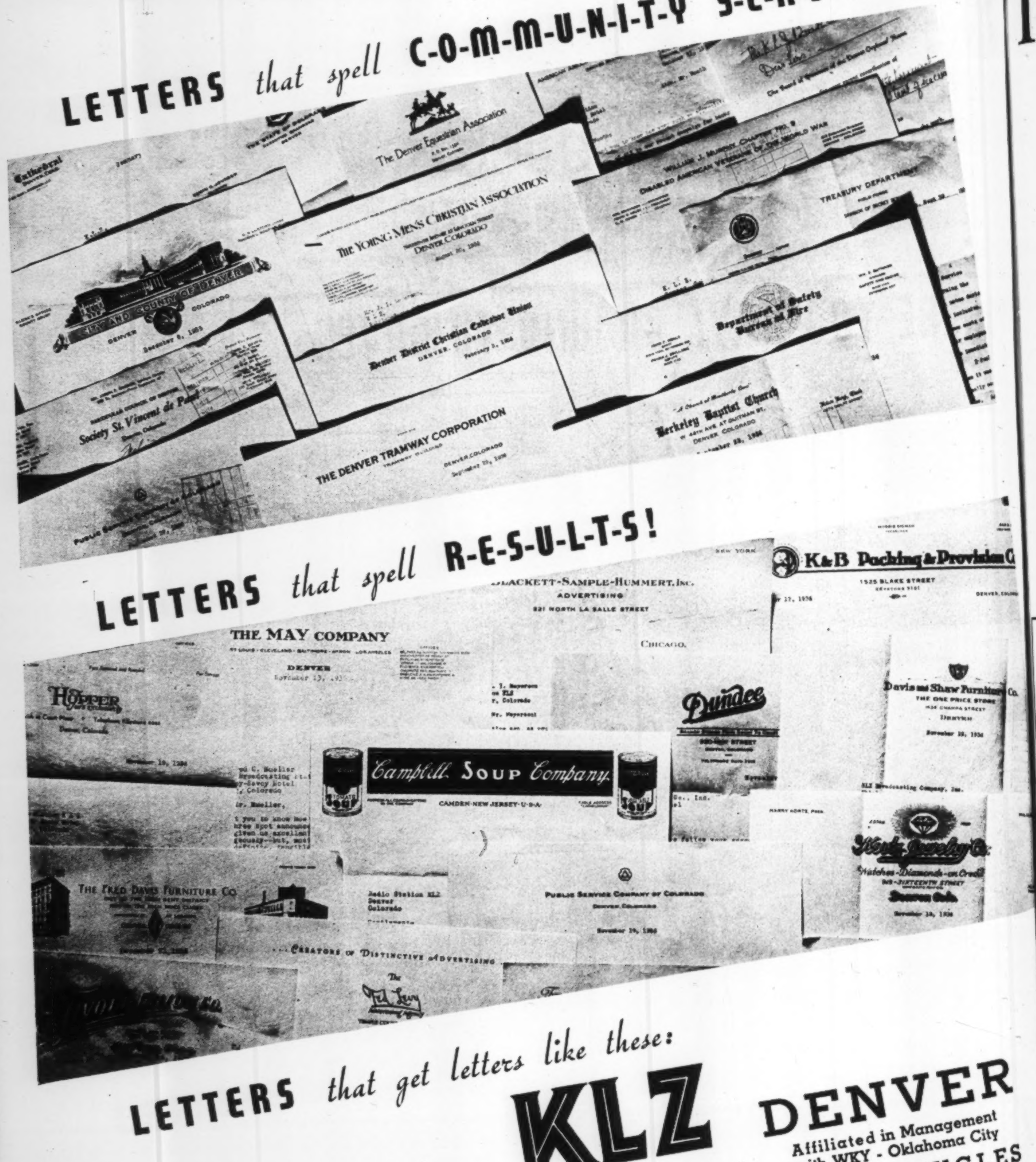
CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. ● Des Moines, Iowa ● Phone 3-7147
National Representatives: FREE & PETERS, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

LETTERS *that spell* C-O-M-M-U-N-I-T-Y S-E-R-V-I-C-E!



The Denver Equestrian Association
Disabled American Veterans of the World War
Treasury Department
The Young Men's Christian Association
Denver, Colorado
City and County of Denver
Denver District Christian Endeavor Union
Department of Safety
Bureau of Fire
Society St. Vincent de Paul
The Denver Tramway Corporation
Berkeley Baptist Church
Blackett-Sample-Hummert, Inc.
Advertising
221 North La Salle Street
Chicago
K&B Packing & Provision Co.
1525 Blake Street
The May Company
Hopper
Dundee
Campbell Soup Company
Camden-New Jersey-U.S.A.
Davis and Shaw Furniture Co.
The One Price Store
The Fred Davis Furniture Co.
Public Service Company of Colorado
Creators of Distinctive Advertising
The Ted Levy
Watches - Diamonds - on Credit

LETTERS *that spell* R-E-S-U-L-T-S!

LETTERS *that get letters like these:*

KLZ DENVER

Affiliated in Management
with WKY - Oklahoma City

560 KILOCYCLES
CBS AFFILIATE

National Representative—E. KATZ SPECIAL ADVERTISING AGENCY

The RIGHT FOCUS

WAAB	Boston
WTHT	Hartford
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WIXBS	Waterbury
WEAN	Providence
WICC	Bridgeport

for Sales in ELEVEN of New England's Largest Retail Markets

TAKE your latest New England market data and spot the largest retail centers on the map.

The Colonial Network will match you closely in the important markets, with *eleven* locally popular stations that link up a New England-wide audience.

The Colonial Network gives you listeners where payrolls, per capita savings and retail sales are heaviest. With no other network can you buy so much audience at such low cost in so many spots where buying power counts.

Go the Colonial Route to reach the most productive retail centers and obtain effective, economical coverage of the bulk of your New England market.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

DEC.
JAN.
FEB.
MAR.
APR.
MAY
JUNE
JULY
AUG.
SEP.
OCT.
NOV.
CBS
1936

COLUMBIA BROADCASTING SYSTEM • *ADMINISTRATIVE OFFICES:* New York, 485 Madison Ave. • Chicago, 410 N. Michig ve. • Ph

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12 month report

PROGRAMS: In 1936, Columbia and its clients presented 21,789 radio programs to the nation: *entertainment, education, news, serious music and public events for 16 hours each day.*

FACILITIES: In 1936, Columbia made 98 *major* improvements in facilities. These range from taking over the operation of 50,000 watt KNX in Southern California to that of WEEI in Boston; *plus* increases in power or the use of new transmitters in other major markets throughout the country—for the most intensive coverage in CBS history. (Further details are available.)

AWARD: *Advertisers in 1936 gave Columbia the greatest dollar-volume of sponsored programs ever to be carried by any network in the history of Radio.*

lichig ve. • Philadelphia, 1622 Chestnut St. • Washington, D. C., 817 Earle Bldg. • Detroit, 902 Fisher Bldg. • Hollywood, 5939 Sunset Blvd.

XUM

TO PRODUCE THE BEST...

From PENNIES FROM HEAVEN
Pennies from Heaven
So Do I
Let's Call a Heart a Heart
One, Two, Button Your Shoe
The Skeleton in the Closet

From BIG BROADCAST OF 1937
You Came to My Rescue
Here's Love in Your Eyes
Talking Through My Heart
Night in Manhattan

From COTTON CLUB PARADE 27th Edition
That's What You Mean to Me
Doin' the Susi-Q

From TOP OF THE TOWN
Where Are You
That Foolish Feeling

From THE SHOW IS ON
Little Old Lady
Now

From GOLD DIGGERS OF 1937
With Plenty of Money and You
All's Fair in Love and War
Let's Put Our Heads Together

From TONIGHT AT 8:30
You Were There

also
For Sentimental Reasons
Love Marches On
Chapel in the Moonlight
When My Dreamboat Comes Home
Organ Grinder's Swing
I'll Sing You a Thousand Love Songs
The Night Is Young and You're So Beautiful
I'll Forsake All Others

From PIGSKIN PARADE
It's Love I'm After
You Do the Darn'dest Things
The Balboa
You're Slightly Terrific

From BORN TO DANCE
I've Got You Under My Skin
Easy to Love
Swingin' the Jinx Away

From RED, HOT AND BLUE
You've Got Something
It's D'Lovely
Ridin' High

From FORBIDDEN MELODY
You Are All I Wanted
No Use Pretending

From WHITE HORSE INN
Blue Eyes
I Cannot Live Without You

From GO WEST, YOUNG MAN
I Was Saying to the Moon

From TO MARY, WITH LOVE
To Mary, With Love

From BANJO ON MY KNEE
There's Something in the Air

also
I'm in a Dancing Mood
Through the Courtesy of Love
Did You Mean It
Tea on the Terrace
South Sea Island Magic
Footprints in the Snow
William Tell
'Taint Good
Please Keep Me in Your Dreams
Close to Me

Your audience wants to hear the current tunes while they are still popular.

At the left is a partial list of recent recordings released by Associated, all played by "name" bands of national renown and produced under license with Electrical Research Products, Inc.

—Wide Range — Vertical — High Fidelity—

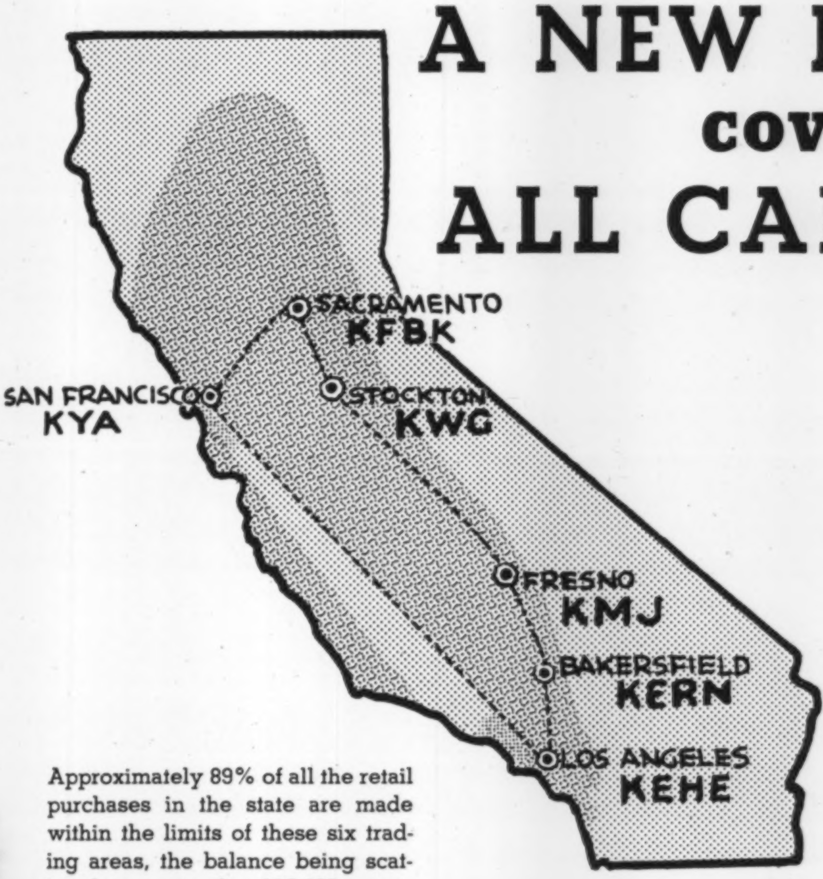
Produced by
ASSOCIATED MUSIC PUBLISHERS, INC.
Twenty-five West Forty-fifth Street . . . . New York

The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM
SERVICE

IT'S A GOLD MINE!!

A NEW NETWORK
COVERING
ALL CALIFORNIA



Approximately 89% of all the retail purchases in the state are made within the limits of these six trading areas, the balance being scattered over more than 125,000 square miles of territory. The California Radio System *completely* covers these six trading areas.

The principal sales outlets in the State of California are confined very largely to its six richest trading areas. The Los Angeles metropolitan trading area and San Diego in the South—the nine Bay Counties comprising the San Francisco-Oakland trading areas in the North—and the great interior markets of the San Joaquin and Sacramento Valleys.

THE CALIFORNIA RADIO SYSTEM

Effective December 29, 1936

KEHE LOS ANGELES 5000 WATTS L. S.

KFBK SACRAMENTO 5000 WATTS

KYA SAN FRANCISCO 5000 WATTS L. S.

KMJ FRESNO 1000 WATTS L. S.

KERN BAKERSFIELD 100 WATTS

KWG STOCKTON 100 WATTS

HEARST RADIO: Network National Representatives

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

"Now flush 'em, Hawkins!"

WHATEVER may be said for the effectiveness of hunting quail with cannon, it certainly isn't thrifty.

Of course you *can* use a network to find, blast and overwhelm your gentle customer —but spot-broadcasting is often more effective, and costs a lot less in shot and shell.

We realize that it's an edifying sensation to feel that half the world is, willy-nilly, listening to one's own barrage. But *most* of our stations are now putting on local talent and transcription programs that are getting *better results* than the Big Berthas. And that's the main idea — or isn't it?

Let's talk it over — and see the whites of their eyes before we shoot.

FREE & PETERS, INC.

Free & Peters List

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

Free, Johns & Field List

WIS	Columbia
WHKC	Columbus
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, INC.

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 12 WASHINGTON, D. C., DECEMBER 15, 1936 $3.00 A YEAR—15c A COPY

The Voice of Advertising--'Radio in 1937'!

By SOL TAISHOFF

Agencies and Sponsors See Banner Year for the Industry; Estimated $103,000,000 Gross in 1936 May Be Passed

RIDING a wave of public acclaim and advertiser demand, radio broadcasting will take 1937 by a landslide.

That inescapable conclusion is based upon early trade summaries for this year evaluated in the light of the general tenor of BROADCASTING'S annual symposium on prospects for the New Year, published in this issue. National and regional advertisers and their agencies unite with network and station executives and with radio officialdom in the practically unanimous view that the year ahead will bring new attainments in every phase of the medium.

It's no longer a buyers' market, says one agency executive, it's a sellers'. And another reports that it is a question now of adding hours rather than advertisers. A suggestion that network sponsors be limited to maximum half-hour programs also is made, along with the general sentiment that national spot business will surge still farther upward because it is better understood and because of the lack of available network time.

Upward Goes the Gross

THOUGH statistics are not yet available for 1936 business, indications are that the $100,000,000 mark, for the first time in the industry's meteoric history, will be eclipsed. Figures for the first nine months show an aggregate business of more than $73,000,000 with the usually heavy fourth quarter (including the prolific October political revenues) yet to be tabulated. The nine-month figures are nearly 20% ahead of those for last year. Aggregate business last year exceeded $87,000,000 [BROADCASTING, 1936 Yearbook Number].

The NAB estimates the 1936 gross figure will be $103,500,000.

Radio "circulation" showed a phenomenal increase during the year, with the Radio Manufacturer's Association estimating set sales at 7,600,000 new units, representing an investment of $315,800,000. As of Jan. 1, 1936, the Joint Committee on Radio Research, representing the Association of National Advertisers, National Association of Broadcasters and American Association of Advertising Agencies, estimated a total of nearly 23,000,000 radio families in the country. RMA estimates that 1,400,000 new homes were supplied with sets during the year, bringing the total of homes up to nearly 25,000,000.

Secretary of Commerce Sees Progress

DANIEL C. ROPER

ALMOST coincident with a changed social and economic order in the United States has been the advent of the radio with its vast potentialities for influence on the national life. When we consider the amazing development in the broadcasting field, attended by constantly increasing popularity, we are almost overwhelmed by the responsibilities inherent in such an institution.

Our units of society today are so interdependent and interwoven because of the complications and magnitudes involved, that accurate information on all sides of a question in the interest of the the presentation of the true facts, is absolutely necessary. Segmentary development was a natural corollary of the old order. It resulted in maladjustments that proved to be inimical to national progress through the processes of the American way of life. Since we have evolved from the dependent into the interdependent life of these times, it has become necessary for their own protection as well as because of their responsibilities to the public, that educational facilities shall orient themselves into the broader conception.

Radio will have less difficulty in accomplishing this objective because it was not identified with the independent and controlled, or self-serving conditions of the past. Therefore it is free from selfish and ulterior influences with an obligation to keep its voice clear of any segmentary or selfish warping. It is the only educational facility that reaches through different agencies of approach, the same or continuing audience.

It is gratifying indeed that radio management has definitely sensed this great opportunity for service to all the people of this great nation. I feel sure there will be no compromising with high principle and that radio will continue to take advantage of its inviting challenge by meeting the demands of educational needs for interdependent studies and impartial approaches to a people eager for factual information.

Nothing is more important than this kind of education in a democracy where leaders must come from the people and policies must be supported by the people. We strengthen our democratic institutions in proportion to the full and accurate knowledge we impart to the constituents of democracy.

Employing the multiplier of 4.1 listeners to the average set, designated as standard by the U. S. Census Bureau, a maximum potential radio audience of more than 100,000,000 of America's total population of 130,000,000 is indicated. And in addition, nearly 5,000,000 automobiles now are equipped with radios, opening a vast new listening frontier that has proved productive to program sponsors, tending to toss into the discard the theory of minimum summer listening.

With national and regional network billings reaching new peaks and with practically all desirable network time sold, the competition among national accounts for select hours has increased. Simultaneously, however, spot broadcasting has come more and more into favor, and transcriptions are being used on a greater scale than ever before. Transcription placements, it is estimated, were some 25% ahead of 1935, with such accounts as Chevrolet and Ford topping the lists by using more than one station in a city.

Indications from practically all industry groups now on the air are for continued or increased appropriations for 1937. In addition, many new prospects are blossoming, particularly in the institutional line such as banks and railroads.

Talking Turkey

WHILE on nearly all hands optimism reigns, there nevertheless were notes of caution on several scores. The inordinately high cost of talent is causing no little consternation among advertisers, particularly since the brakes have not yet been applied. Station rates or lack of rates, agency commissions, discounts and recognition and lack of standardized coverage and audience data also brought forth questions in some quarters.

In sum, the consensus is that spot broadcasting will increase, not only because of greater knowledge on how to use it but because of public acceptance of transcriptions. Lack of available evening hours on the major networks bodes for an increase in daytime programs. Difficulty over talent costs on the outside already is being reflected in the building up of radio's own talent reservoirs. Demand for time is such that broadcasters are doing a better job of selection of program sponsors and of continuity, with perceptible improvement in program quality.

The obvious reason for general optimism, of course, is traceable to the fact that business generally is swinging sharply upward as reflected in bonuses, wage increases and higher prices for agricultural products. These are coupled with the recognized status of radio as a mass medium, together with the increased volume of set sales both urban and rural which have stepped up the average listening hours per set.

Apprehension over use of radio, persistent in former years because of the tactics of radio-baiters and proponents of government operation, has largely disappeared. Investments by broadcasters in new equipment, resulting in improved reception, have tended to stabilize the industry. The current movement by the Federal Communications Commission further to improve the technical structure through power increases and more scientific allocations, also is indicative of a more solid industry.

And as to the old bogeyman "objectionable radio advertising", the statement by Commissioner Ewin L. Davis, of the Federal Trade Commission, one of radio's sternest critics of former years, warrants quoting:

"It is gratifying," he says, "that since the Commission's scrutiny of radio advertising was inaugurated two-and-one-half-years ago, there has been a substantial reduction in the number of radio advertising broadcasts which contain misrepresentations. In the main, radio station managers have shown a commendable spirit of willingness to reject objectionable advertising matter for broadcasting and have cooperated with the Commission in its effort to prevent the broadcasting of false and misleading advertisements."

F. WALLIS ARMSTRONG
President and Treasurer
F. Wallis Armstrong Co.

I ALWAYS have my fingers crossed when it comes to predictions about horse races and elections. To that list I now add "guesses about the future in radio." I believe that 1937 will be one of the best years yet for the broadcasting industry. The demand is particularly alive and growing for artists of high order of talent.

Programs are better than they ever were, and radio equipment has been improved to give the public remarkably clear tone reception. As an agency handling two of radio's foremost commercial broadcasts, we look forward to 1937 for new developments and successes based on known sales results particularly to advertisers who plan intelligently for a proper return from their radio investment.

J. T. AUBREY
President
Aubrey, Moore & Wallace Inc.

BONUSES, wage increases and higher prices for agricultural products are all reflected in increased sales volume of receiving sets, both urban and farm. These new sets should step up the average of listening hours per set and definitely improve average reception. Increased sales by radio advertisers should tend to free programs of excessive commercialism felt necessary in recent depression and thus improve entertainment quality. The presidential campaign proved conclusively the important influence of radio. Therefore broadcasters must not relax their efforts to keep scripts scrupulously clean. Good chain time and time on good local stations will probably prove increasingly hard to get.

EWIN L. DAVIS, Member, Federal Trade Commission

EWIN L. DAVIS

THE ONLY relationship the Federal Trade Commission has to radio broadcasting is its jurisdiction over advertising. The courts have uniformly held that, under the Federal Trade Commission Act, prohibiting unfair competition in interstate commerce, false and misleading advertising is unlawful. The Commission carefully scrutinizes advertising.

It is gratifying that since the Commission's scrutiny of radio advertising was inaugurated two-and-one-half years ago, there has been a substantial reduction in the number of radio advertising broadcasts which contain misrepresentations. In the main, radio station managers have shown a commendable spirit of willingness to reject objectionable advertising matter for broadcasting and have cooperated with the Commission in its effort to prevent the broadcasting of false and misleading advertisements.

MELVIN BRORBY
Vice-President
Needham, Louis & Brorby Inc.

RADIO prospects for 1937 are bright. Radio renders a double service—*first*, to listeners, a service of entertainment and vital information. *Second*, to business, as a means of expanding sales volume and lowering sales costs, through reaching the masses—because radio is a mass market medium.

Most seasoned advertisers have learned that radio advertising must be carefully merchandised. It isn't enough to put a program on the air. With this hard-earned experience back of us, there will be fewer and fewer programs that fail to get results.

The sky and the number of hours in a day, are still the only limits. Advertising ingenuity and showmanship will produce better and better programs (except for the unfortunate tendency to follow the leader instead of creating new devices and new material).

There will always be a need for better writers in radio, as in the movies.

MILTON H. BIOW
President, Treasurer and Radio Director, Biow Co. Inc.

ANYBODY with a sense of showmanship knows where radio is going next year. You don't need a hundred word opinion from me. Eight million new sets sold in 1936, increasing efficiency in many homes and adding radios to many more that didn't have them before and you have an increased circulation as big as any single magazine in America. Add to that the increase in the quality of shows which naturally increases listening audience and the whole question answers itself. The question is adding hours, not adding advertisers.

LEONARD T. BUSH
Secretary and Treasurer
Blackman Advertising Inc.

THE USE of network transcription and spot radio programs by our clients in 1936 increased tremendously over 1935. It is in the cards for a similar increase in 1937. The principal drawback to growth of spot and transcription business is the mystic maze which most stations' rate cards represent. We have had cases where it took a station's own representative a week to figure a rate applying under a given set of circumstances. Simplification and standardization is imperative. The present rate structures leave agencies and advertisers in doubt as to whether some one else is not getting a lower rate for the same thing. Radio is too good a medium to be subjected to this brake. Remove this obstacle and I believe new business will surprise the most optimistic station manager.

EMIL BRISACHER
President and Radio Director
Emil Brisacher and Staff

SINCE all advertising budgets bear a direct relationship to business volume, I believe that radio can anticipate further gains in 1937.

Although radio has had many successes—and naturally its quota of failures — its full productivity has not as yet been discovered by many industrials which will ultimately be sizable users. The writing of radio programs, plus the constant change in program preference, has prevented many advertisers from taking their initial plunge, but the permanency and adaptability of this medium make it ever more tempting.

PAUL BLAKEMORE
President, Coolidge Advertising Co.

IN ANY comment on our radio business for 1936 or 1937, fairness demands recognition of our indebtedness to station managers and representatives. The bulk of our radio volume is in spot business. As a result, our contact with many stations is far closer than it would be if placements were mainly network. In 1936, we did business with 78 stations. Much of this business has to be done by wire or phone. With a few notable exceptions, we have had very intelligent help from executives at the other end of the line. Hence, credit for such radio volume as we have been able to develop, belongs in large measure to the men whose alert cooperation has enabled us to select facilities and to clear time that would produce results. We anticipate increased radio volume during 1937.

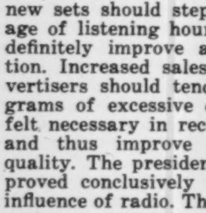
R. V. BEUCUS
Advertising Manager
Andrew Jergens Co.

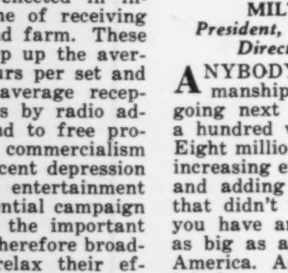
THE FUTURE of the broadcasting industry doubtless is most optimistic. The spectre of constantly and often unjustified increasing cost of talent is a serious dimmer of an otherwise bright picture. Some solution to this vexing situation, which if it persists must eventually cause radio advertising to become unprofitable, must be sought more aggressively both by the industry and the advertiser.

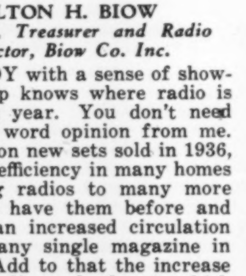
EDDIE CANTOR
Radio Comedian and Counsellor

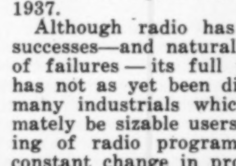
THE TWO main features of broadcasting next year will be the shortening of commercial announcements and breaking of the ice for television. The announcements will be shorter, more restrained and more to the point. Radio producers are at last waking up to the fact that long-winded and exaggerated advertisements of a product antagonize the listeners. The trend in the other direction has been noticeable for several months.

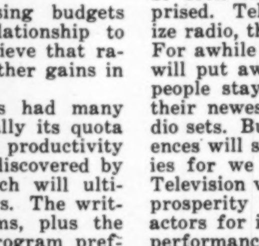
As for television, that new entertainment marvel will be unveiled so soon that we will all be surprised. Television will revolutionize radio, the movies and the stage. For awhile motion picture theatres will put away the SRO sign while people stay at home to play with their newest toy, the televised radio sets. But after a time the audiences will saunter back to the movies for we are a gregarious race. Television will bring unpredecented prosperity to the theatre and the actors for it will convey theatrical performances to millions at home. When television comes the entire entertainment business may fall into the hands of the telephone company and I don't mean in the hands of the receivers.

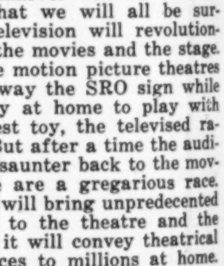

FRANK FINNEY
Street & Finney


A. E. MEYERHOFF
Neisser-Meyerhoff


LEONARD T. BUSH
Blackman Advertising Inc.


EMIL BRISACHER
Emil Brisacher & Staff


PAUL E. FAUST
Mitchell-Faust Adv. Co.


J. F. CORNELIUS
Financial Advertisers Assn.

HENRY ECKHARDT
Kenyon & Eckhardt

J. L. KILLEEN
Fitzgerald Adv. Agency

L. D. H. WELD
McCann-Erickson

G. J. DONAHUE
Richfield Oil Co.

JOHN PIERRE ROCHE
Roche, Williams & Cunnyngham

MELVIN BRORBY
Needham, Louis & Brorby

MERLIN H. AYLESWORTH
Chairman of the Board
Radio Keith Orpheum Corp.

RADIO broadcasting should have its most successful year in 1937. Frankly, I feel that the future of radio broadcasting must rest on a sound foundation of excellent showmanship. After all, radio broadcasting is the show business, whether the programs be sponsored or sustaining. Broadcasting companies and broadcasting stations should concentrate on greater showmanship and be on the alert to advise with sponsors and advertising agencies, in promoting well-balanced programs of diversified entertainment on the chains and stations.

Although the recent political campaigns were highly dramatic the radio audience is quite tired of speechmaking, and while it is true that one of the important functions of radio broadcasting is public information in news, governmental affairs, industrial, agricultural, educational and religious programs, this particular service should be so set in the program schedules as to keep the great audience listening at the radio sets.

Listening at the radio is a habit just as attending the theatre is a habit, and the habit is sustained just so long as the public remains interested.

Radio time will be at a premium in 1937 and so will showmanship. Sponsor competition, broadcasting company and radio station competition will help the cause of showmanship, but after all the responsibility rests with the broadcasters.

JOSEPH F. CORNELIUS
First National Bank in Spokane
Editor, Radio Department
Financial Advertisers Association
Bulletin

IT IS ONLY natural that I should be primarily interested in radio as it affects banks and financial institutions. The broadcasting industry in my opinion will add the names of many bank and financial sponsors to its books this coming year if it aggressively takes the initiative in developing suitable programs for this type of sponsor. Many banks are eager to use radio but do not quite know how to go about it. They are waiting only for a program that will present them not only effectively but in a proper manner to the public.

HENRY ECKHARDT
President
Kenyon & Eckhardt Inc.

ANYONE who had any doubts about the great power of radio in molding public opinion must certainly have had those doubts dispelled by the election results. And with election results giving convincing proof of the tremendous power of radio and latest radio statistics showing nearly 23,000,000 home sets in the nation, there can be no question but that 1937 will mark the beginning of a new era in broadcasting.

Sponsored broadcasts will set an all-high mark in volume, since advertisers generally are well aware of the vitality of this medium. Popular favor seems to be with the variety and human interest programs.

G. J. DONAHUE
Manager Advertising and Publicity
Richfield Oil Co.

IN THE past 10 years I have watched radio develop from what was generally regarded as a publicity and good will medium into what I know to be a full-fledged advertising force. Our experience in broadcast merchandising during the past six years has proved to us that, when discussing the advertising budget, radio is entitled to the same consideration that we give newspaper, magazine, outdoor and other advertising media.

During 1937, I look forward to many new developments in broadcast and merchandising technique that are bound to be reflected in greater returns for the advertiser and added profits and prestige for the radio industry.

HENRY T. EWALD
President, Campbell-Ewald Co.

OUR RADIO programs during this present year have been gratifyingly successful and we see no reason to doubt that 1937 will witness an even more generous use of the air medium by our clients.

An encouraging note in the increasing use of radio is the marked improvement that is being made by advertisers in what might be called radio technique. Program construction is better and there is less that is objectionable in the presentation of commercial features. National advertisers are recognizing the importance of radio as a disseminating medium and are giving more and more thought to its proper use, with the result that better and still better returns are being noted.

The public wants to be entertained—and it is perfectly willing to be informed—providing the information comes to it done up in a pleasing package and as a natural part of an intelligently worked out program.

I feel quite sure that there may be expected in the coming year not only a larger volume of radio advertising, but a continued improvement in understanding of the medium and greater effectiveness in its use.

PAUL E. FAUST
President
Mitchell-Faust Adv. Co.

WE EXPECT to see great progress in radio advertising in 1937. We feel radio advertisers and agencies face a great responsibility to improve commercials through testing appeals and tracing results and that selling plans which include radio must be constantly improved if radio is to continue to match other media as a merchandising force. We also feel that chains and stations must take active personal interest in plans of advertisers in their territories and in results secured by their stations, their talent and their announcers. Public confidence and advertiser confidence must be fostered and costs kept in ratio to sales results.

C. P. FISKEN
Advertising Manager
Chevrolet Motor Co.

CHEVROLET'S recognition of radio as an important advertising medium is best evidenced by the fact that, in 1936, Chevrolet enjoyed the distinction of sponsoring the world's largest individual radio program, the *Musical Moments* series, starring Rubinoff and his violin, which was broadcast three times per week over 387 stations—the greatest number ever used by any manufacturer on a series of programs. This series is now well into its second year.

In addition, a half-hour chain program was broadcast weekly through 96 stations, again featuring Rubinoff's music. Chevrolet acknowledges the effectiveness of this advertising in helping its dealers to merchandise more than 1,150,000 new cars and nearly 2,000,000 used cars during the present year.

W. C. D'ARCY
President
D'Arcy Advertising Co.

THE NATION'S steady progress upward as economic conditions continue to improve should undoubtedly reflect in further advancement of radio broadcasting. How great this immediate advancement proves to be depends, of course, upon the intelligence and the astuteness with which broadcasting is applied. From an advertiser's standpoint, radio broadcasting as an advertising medium must be measured by the degree of public confidence and popularity which it enjoys.

There is still much to be done in connection with the development of better and more fundamental types of programs. Judging by the past, all parties who are mindful of the real opportunities in radio broadcasting are awake to this fact, and with a continuation of the effort and interest shown by these various groups I can see no reason why broadcasting should not keep up its amazing record.

HENRY T. EWALD
Campbell-Ewald Co.

ARTHUR PRYOR Jr.
BBD&O

EDDIE CANTOR
Radio Counsellor

W. C. D'ARCY
D'Arcy Advertising Co.

ANNING S. PRALL
Chairman, FCC

DAVID SARNOFF
RCA

PRALL SEES TECHNICAL IMPROVEMENTS

ANNING S. PRALL
Chairman, Federal Communications Commission

A YEAR of progress has been recorded in radio broadcasting. Today it is more important as an instrumentality of public entertainment, education and enlightenment than any other single medium. Commercially, its progress has continued apace, for without a monetary return there can be no healthy development.

We at the Federal Communications Commission look forward to a 1937 that will make radio broadcasting an even more important public service. Our object is to encourage development of the art and industry through introduction of modern methods and through the regulatory requirement that all station licensees technically measure up to the highest efficiency possible in operation.

During 1937 there probably will be gradual changes in station allocations, looking toward improved public service. What these will be we cannot foretell at this time, but whatever is done will be based upon sound engineering and legal fact. Similarly, there are pending important new developments in fields other than sound broadcasting. These include visual broadcasting or television. The Commission has adopted the policy of proceeding cautiously in this new field with the aim of giving it the proper regulatory start. Today television is labelled on our regulatory records as an experimental service. Not until we are entirely satisfied that it is ready for practical commercial operation will we lift this experimental barrier.

FRANK FINNEY
Assistant Manager
Street & Finney Inc.

RADIO advertising will grow larger and larger with the years if more attention is given to the preparation of scripts that will make it sell at a profit. The serious menace to radio advertising is too much attention to the building of entertainment and too little to credits that sell merchandise.

If radio advertisers would pretest their selling scripts, radio advertising has a boundless future. But if we continue to give all our thought to building a big radio show and forget the sales phase, I don't believe radio advertising will grow as it should.

R. C. GANO
President
Rogers, Gano & Gibbons

WE HAVE every reason to believe that in the Southwest the radio broadcasting industry will have its biggest year to date, in 1937.

We understand from several leading stations in the Southwest that the demand for time is such that it will be possible to definitely advance standards as regards local programs. The stations will not be compelled to fill in with what they can get but will be able to insist on those who wish time meeting definite program standards.

Tulsa stations have enjoyed very substantial increases in business volume this year, over last, and have every evidence that 1937 will be their best year to date.

FREDERICK R. GAMBLE
Executive Secretary
American Association of Advertising Agencies

TWO YEARS ago and again last year I said that the outlook for radio was bright and I see no reason to change that opinion so far as the outlook for 1937 is concerned.

Two years ago and again last year I suggested four things which seemed to me much needed in the broadcasting field:

1. Formation of an independent radio research bureau, supported by stations, advertisers and agencies, to study radio coverage and listening habits.
2. Formation of an agency recognition bureau by the National Association of Broadcasters.
3. Extension among broadcasters of the use of 2% cash discount as a policy to aid agencies in collecting from clients and thus strengthen agency credit.
4. Wider acceptance and use of the Standard Order Blank for Spot Broadcasting.

The Joint Committee of Fifteen, representing broadcasters, advertisers and agencies, has made real progress during the last year. Although the estimated number of radio sets is the only material so far issued by the Committee, considerable headway has also been made in the study of radio coverage.

The year has brought us nothing new on the much-needed agency recognition bureau and no progress at all toward wider use of the cash discount. Acceptance of the Standard Order Blank for Spot Broadcasting has improved. I hope further headway can be made in 1937 on all four of these projects.

ROBERT W. GRIGGS
Advertising Manager
Standard Brands Inc.

RADIO seems to be due not only for one of its best years as a business, but also one of its most interesting years for the listener. Originality and innovation are the rule rather than the exception in current programs. With the accent so definitely on human interest, there will probably be considerable experiment — all of which should make happy listening.

A. E. GREENLEAF
President, Greenleaf Co.

IT WOULD seem to me that just so long as keen and versatile minds conjure up new and interesting ways to appeal to the emotions of the public through a skillful blending of entertainment, showmanship and merchandising, just so long will radio continue its onward progress.

CHESTER H. LANG
Manager, Publicity Department,
General Electric Co.
Chairman of the Board
Advertising Federation of America

THERE is little doubt but that 1937 will be a prosperous year for the broadcasting industry. Measured in fiscal terms, I see gains, probably a new high, for all concerned — for broadcasters, advertisers, and advertising agencies.

But isn't that to be expected with widespread business recovery? Newspapers, magazines, and other advertising media will likewise go ahead.

Still I'm wondering if we shall make the progress we should—the progress listeners have a right to expect—technically and artistically. Are we devoting a large enough portion of our resources to engineering devolpments, to program improvement? I for one am not satisfied that we are. After all, we're of age now—if anniversaries mean anything. Ten years and more are a long time in this fast-moving era, and it's about time to stop glowing over all the wonderful achievements that have been made. There are still too many technical deficiencies, too many poor programs, too many blatant and offensive commercial announcements.

As a broadcaster and an advertiser, may I express as a wish for 1937 that we lean more heavily upon the creative ability in our industry to the end that 1937 may be appraised as a year of large gains in technical effectiveness and program quality.

J. L. KILLEEN
Vice President and Radio Director
Fitzgerald Advertising Agency Inc.

DESPITE Mutual Broadcasting System's coast-to-coast venture and the proposed expansion of the NBC-Blue, there will still be a strong demand for nighttime hours. The networks have an educational job in selling daytime hours to consumers and advertisers alike.

"Spot" broadcasting will match strides with the networks in 1937 and improved "spot" shows will mean interesting competition for the networks. 1937 looks like a bright year for the independent broadcaster.

Programs will probably become more "humanized". 1936 brought forth *Husbands & Wives*, *Goodwill Court*, *Community Sing* and *Jerry Belcher's Familu Interview*. *Amos 'n' Andy*, *One Man's Family*, *Major Bowes* and our own *Hawthorne House* have held their own and should continue to do so.

C. T. LUCY
Advertising Manager
Larus & Bro. Co.

PROSPECTS for the broadcasting industry were never brighter. With business definitely on the up-grade the purchase of receiving sets for the home and auto should be the largest in years. Radio advertising will reach new peaks in volume and high quality, bringing the very best of everything that is good for America into the homes of listeners.

Obsolete equipment will be replaced on a bigger scale; new methods and equipment will take their position in the scheme of things; ways will be provided for additional facilities through engineering achievements, and with television actually around the corner there is no question about a tremendous radio activity in 1937. As an educational, entertaining and political force the radio industry is on the verge of its greatest service yet to mankind.

W. VINCENT LEAHY
Botsford, Constantine & Gardner

RADIO broadcasting as an advertising medium has very definitely arrived. Even the die-hards admit this.

1937 will see a greater demand than ever for time on the air. It will be a sellers' market rather than a buyers', as heretofore. There will be greater variety and more refinement in program material. Smart sponsors will cut their commercials to the bone, and the listening public will show their appreciation by purchasing the advertiser's products.

LENOX R. LOHR
NBC

CHARLES PRESBREY
Frank Presbrey Co.

C. P. FISKEN
Chevrolet Motor Co.

F. R. GAMBLE
AAAA

J. R. ROLLINS
Atlantic Refining Co.

WILLIAM S. PALEY
CBS

WALTER J. NEFF
Neff-Rogow Inc.

ROBERT W. GRIGGS
Standard Brands Inc.

THEODORE T. WELDON
Wessel Co.

ELLIOTT McELDOWNEY
Cities Service Co.

M. H. AYLESWORTH
Radio Keith Orpheum Corp.

CHESTER H. LANG
Adv. Fed. of America

EARL GILMORE

President and General Manager
Gilmore Oil Co.

BROADCASTING is an inseparable part of our sales promotion. For nearly six years we broadcast the *Gilmore Circus*, one of the earliest commercial programs on record. For nearly two years we have broadcast *Strange As It Seems* and with this program built a circulation of 550,000 copies for the *Gilmore Cub*, an eight-page color magazine which we distribute from 3500 service stations.

We cover the three Pacific Coast states, reach 65% of the listeners twice each week, distribute by means of radio one of our magazines to every third home on the Coast. What more could we say!

ELLIOTT McELDOWNEY

Advertising Manager
Cities Service Co.

DURING the past several years radio has leaned heavily on talent from other entertainment fields which have rapidly become exhausted. But 1936 has been noteworthy for the discovery of new program ideas and talent within radio itself.

This leads me to believe that the pendulum is swinging, and that in 1937 radio again will develop more of its own talent as it did in the pioneer days of broadcasting. Cities Service, for example, plans to bring Lucille Manners, young star of radio, into the major stardom she so richly deserves. I feel 1937 will see others featuring talent developed from within radio itself.

A. E. MEYERHOFF

President, Neisser-Meyerhoff Inc.

RADIO broadcasting will continue to make great progress as long as the people connected with it continue to feel as they do now — that they have not yet arrived. I know of no successful industry where the people are striving as hard as they are in the radio industry and are keeping their minds open and alert to opportunities for progress.

It seems to me that radio people are extremely open minded to every new mechanical and entertainment possibility. Every amateur writer or entertainer is given a hearing with the hope that something new may be found with which to entertain their listeners. Surely radio is an up-to-the-minute business, and it deserves the further progress that it is bound to enjoy during 1937.

LENOX R. LOHR

President, National Broadcasting Co.

AS THE new year approaches, the National Broadcasting Co. is taking stock, analyzing the possibilities for its second decade in the light of its experiences during its first decade. We are fortunate indeed to have had the first ten years signalized by phenomenal growth, for it has endowed us with a wealth of foundation material on which to base our future development. It is now possible to see farther down the road and plan ahead on sound lines, whereas, to begin with, broadcasting courses were dictated by circumstances which followed no precedents or traditions, making us feel our way at every step.

This business, which has become in so short a time such a tremendous influence in American life and on American thought, must now consolidate for future years the achievements it has accomplished. At the same time that we attain a more mature age in sound broadcasting, the Radio Corporation of America and the National Broadcasting Co. are blazing new trails with the latest child of the laboratory — television. I can no more predict television's development for the next ten years than I could have that of network broadcasting ten years ago. But this I can say —that broadcasting and television will go hand in hand, the former a sturdy industry and a challenge to the newcomer to match its achievements.

DAVID SARNOFF

President, Radio Corp. of America
Chairman of Board, NBC

THE year 1936 has been marked by many milestones of progress in radio. More and better radio instruments of all kinds have been built and sold. Manufacturers of nationally advertised products have affirmed the increased size and responsiveness of the national radio audience by purchasing more time and providing finer programs on the broadcasting networks this year than ever before. During 1936 the new art of television moved out of the research laboratory into the fields of engineering experiments under actual service conditions. Experimental television field tests will be continued during 1937 with many improvements and higher standards. There is every reason to believe that during the year 1937 the progress of radio so significantly demonstrated during the 12 months just passed will continue with accelerated vigor.

WILLIAM S. PALEY

President
Columbia Broadcasting System

THE SOUND economic basis on which American broadcasting is established today gives every evidence of continued growth and strength in the forthcoming year. This economic solidity of the industry will continue to make possible increasingly higher standards of broadcast operation, greater selectivity of program material and constant technical improvement and progressive development which will directly benefit every American listener.

The vital issues of the past year made broadcast direction even more keenly conscious of its public stewardship . . . and the radio audience more actively aware of the great responsibility which rests upon broadcasters in their handling of national and world affairs. As we face 1937, I believe the American listeners are more familiar with and better understand important broadcasting policies. I think there is strong indication of a widespread confidence in broadcasting's integrity and the manner in which we are discharging our responsibilities.

We are living in an era of strong partisan viewpoints, vast social adjustments and rapid economic changes. In 1937 broadcasting will play an increasingly important part in the sound evolution of our democracy. It will be called upon to render a service of great significance in both national and international affairs. It will have an enormous opportunity to interpret to democracy those world events which are challenging the understanding of millions of people upon whose wisdom sound democratic government must rest. As world problems become more involved listeners will turn constantly to their radios as a reliable medium of public information and impartial interpretation of events.

American listeners will have a greater selection of the world's finest talent and artistry. New concepts of entertainment will be brought before them and new personalities will compete for popular acclaim with the old favorites. But I think the coming year will be notable by the use of our medium as a constructive force in political, economic and social affairs . . . by an increase of broadcasting exchange programs with foreign nations. The confidence today accorded our industry by millions of listeners, and their reliance upon us to serve them faithfully, will be a continued challenge to every broadcast operator.

We are facing our greatest opportunities for a broadly useful service.

HARRY PECK

Chairman of Board
Peck Advertising Agency

UNDOUBTEDLY the year 1937 will be the greatest broadcasting period of the industry to date because of the greater acceptance that radio is gaining in the schedules of most all advertising plans, for radio has so definitely become a part of practically every worthwhile household in the land that its influence and guidance on practically all subjects, especially merchandise use and purchase, is more and more being accepted by all classes of manufacturers as indispensable in the moving of their goods off the dealer's shelves into the hands of the consumer.

ARTHUR PRYOR JR.

Vice-President and Radio Director
Batten, Barton, Durstine & Osborn

INDICATIONS are that 1937 should exceed the record breaking year 1936 in the radio industry. Facilities are better. Recent experiments and trends in new types of entertainment will undoubtedly continue and improve, adding to the unprecedented amount and variety of entertainment available at the loudspeaker.

Spot business will probably automatically increase in importance and volume due to lack of available time on networks and better understanding of the medium. The business of broadcasting, already adult, is still growing.

CHARLES PRESBREY

President
Frank Presbrey Co. Inc.

AT THE very outset of the present broadcasting season, commercial network programs of a novelty nature bid for public favor. Although the musical saw and harmonica amateurs seem definitely on the wane, vox populi will undoubtedly continue to be heard in community singing, amateur theatricals, hero medal presentations, fireside and street interviews.

This tendency toward making the audience part of the 'show' will probably become more and more prevalent during the forthcoming year. Public participation in radio broadcasting should increase its consumer acceptance and enhance its value as a profitable selling medium for advertisers.

FRANK E. MULLEN

Director of Public Relations
Radio Corp. of America

ANY evaluation of radio broadcasting today cannot be other than optimistic in character. On every front radio has made remarkable progress. In research, in manufacture and in the development of services, radio leads. Superior radio facilities are giving the American public a superior radio service and new services are in the offing. If anything, those in the radio industry have been too modest in promoting radio's great values to the industrial world, the scientific world and radio's cultural contributions to our civilization. With radio's forward trend established, the future outlook is very bright.

THEODORE TEFT WELDON
Vice President, Wessel Company

THE GREAT and constant improvement noticeable in the talent and showmanship of radio programs is the key to the growing success of this medium. More than eight million radio sets for homes and automobiles have been sold during the past year, which means that these added millions of people are finding radio indispensable as a means of entertainment and information.

This lure of entertainment holds them receptive to information upon which the sponsors of these programs will depend more and more for the stimulation of business, for the confidence and for the goodwill which keeps the bell ringing in the cash register. Radio in the coming year will reach the consciousness of greater masses of people than ever before with advertising messages which they could not be persuaded to read but which they will hear and heed for their own profit, as well as that of the advertiser.

WALTER J. NEFF
President, Neff-Rogow Inc.

WITHOUT considering any factors other than the increasing acceptance of radio advertising and the general upward trend of business, it seems that 1937 will be another peak year for radio stations and advertisers. With limited network and spot facilities available in the so-called "choice" hours — advertisers will have to exercise keener judgment in the selection of programs and ideas to attract their share of radio listeners.

Because of this, many new and some startling trends in entertainment will make their debut this year. This, in turn, should have its effect in an increased number of listeners, and greater effectiveness of commercial radio programs generally.

LOUIS D. H. WELD
Director of Research
McCann-Erickson Inc.
Chairman Technical Committee
Joint Committee on Radio Research

EXCEPT for 15 months in 1932 and 1933, radio broadcasting has been on the up-swing ever since it came into use, and further increase is anticipated during 1937. The increase for 1937 will probably fall short of the gain for 1936, because the flood of political speeches inordinately increased billings for 1936.

The difficulty of getting popular hours on national networks will probably mean more of a switch to daytime hours and to spot broadcasts. The rising tide of talent costs suggests that radio must develop new professional talent. Increasing number of families owning sets indicates larger audiences than ever.

JOHN PIERRE ROCHE
President
Roche, Williams & Cunnyngham Inc.

WERE THERE desirable time periods to go around, radio broadcasting's appeal to advertisers would undoubtedly hit an all-time high in 1937.

I believe the national chains would do well to consider some means of limiting any one advertiser to a maximum period of 30 minutes which would equalize time competition and further diversify entertainment for the listener.

Unless something of that sort is done, the list of sponsors will be increasingly restricted and the widest benefits of radio broadcasting as an advertising medium will not be enjoyed by both sponsors and listeners.

Certainly there is no question any more as to the advertising productivity of first class radio entertainment combined with plausible commercials.

STUART SHERMAN
Vice President, Pepsodent Co.

PROSPECTS for the broadcasting industry next year appear to be obvious. Sponsors are standing in line raising cain about time availability which will probably mean better daytime radio and a further increase in the use of spot plus third network increases.

Hollywood has arrived as an important adjunct to the radio whirl. We will have better shows, more competition but when the year is over those who remembered "the show's the thing" will have found radio as profitable as ever.

J. R. ROLLINS
Advertising Manager
Atlantic Refining Co.

THE FUTURE of radio has never been so bright as it is at the present time. Advertisers are realizing more and more every day that the ether waves provide one of the best goodwill mediums available.

Backed by an intensive newspaper campaign, our sponsored broadcasts of the East's principal collegiate football games during the 1936 season did more to create new friends and strengthen the bonds of old ones than any campaign since the foundation of the Atlantic Refining Co.

Now that business is definitely on the upturn throughout the country, we believe radio will reap the benefits of larger advertising budgets.

CEDRIC SEAMAN
Advertising Manager
Continental Baking Co.

I AM SORRY that I do not have any views on the prospects of the broadcasting industry for next year. I know that we have what we consider a good radio show, which seems to be doing a good job for us and present indications are that we will continue it.

I also know that most of the good time on the broadcasting chains has been sold and therefore they should have a good year, but I have never felt competent to prognosticate any particular subject and therefore am not in a position to prognosticate concerning radio for next year * * *.

'Broadcasting' Sued For Libel by Payne

Asks $100,000 in Alleging Damages From Editorial

A LIBEL suit for $100,000 was filed in the District Court of the United States for the District of Columbia Dec. 7 by George H. Payne, Republican member of the FCC telegraph division, charging damage to his "good name, fame and credit, both as a private citizen and as an employe and official of the United States" as a result of an editorial carried in BROADCASTING.

Defendants are Martin Codel, publisher, and Sol Taishoff, editor, together with Broadcasting Publications Inc. The plaintiff asks $50,000 as compensatory damages and $50,000 punitive damages through his attorney, Ellsworth C. Alvord, of the firm of Alvord & Alvord, Washington.

The suit is based on an editorial titled "Strange Interlude", appearing in the Oct. 15, 1936 issue of the magazine relating to the commissioner's interrogations of Powel Crosley Jr., operator of WLW, during the October technical broadcast allocations hearings before the FCC.

The magazine and its publisher and editor have engaged counsel and will press for early disposition in the courts.

EDWARD H. WEISS
Manager, Radio Department
Henri, Hurst & McDonald Inc.

UNQUESTIONABLY, radio stations and networks, as well as advertisers, will be faced with a shortage of time during 1937. This points to new stations as fast as they can gain licenses. It forecasts increased wattages for present stations. It will probably result in a better use of shorter periods of time. It certainly will bring about a development of better shows, particularly during the morning periods. It is hardly necessary to say, 1937 will be radio's best year.

Increase in the Number of Radio Homes Brings Estimated Total of 24,269,000

Bond Geddes

TO THE 22,869,000 radio homes in the United States at the beginning of this year [BROADCASTING, July 1], the Radio Manufacturers Association estimates that 1,400,000 will have been added by the end of 1936, according to a statement Dec. 12 by Bond Geddes, RMA executive vice president. He estimates that American radio manufacturers in 1936 will have produced and sold 7,600,000 radios, of which the 1,400,000 went into homes which heretofore have not been radio-equipped.

"All previous records in radio production will be eclipsed in 1936 when the records are complete," said Mr. Geddes, estimating this year's production at 7,600,000 sets and 96,300,000 tubes. The previous peak was in 1935 when 6,300,000 sets were produced and 65,500,000 tubes.

"On Jan. 1, 1937, it is estimated that there will be 24,269,000 radio families equipped, a new high record, but 17,500,000 radio families, or 70%, have obsolete sets, without the modern receivers for shortwave foreign broadcasting. In addition there are about 4,000,000 automobile radio sets in use and many thousands of families have two or more radio sets in their homes.

"Improved business conditions, increased buying power, the 'radio election' campaign, wide increase in interest in shortwave international programs, larger purchases of battery and other sets in rural districts and increased foreign buying of American radio all have contributed to the industry peak being established this year. Improvements in radio broadcasting programs both in the United States and also foreign shortwave broadcasting have been a tremendous stimulus to the trade and the usual holiday sales of large volume are again occurring. Other outstanding factors in the 1936 records are the increasing use of two, three or more radios in the home and the tremendous popularity of automobile radio. About 1,500,000 automobile radio sets were sold this year through an investment by the American motoring public of $65,000,000.

"In foreign countries American radio also is proving more popular. Exports of U. S. radio sets this year will be more than $28,000,000, including about 650,000 sets shipped abroad, an increase of 10% over last year's previous high record.

"In excise taxes the government will be paid over $6,000,000 this year by radio manufacturers, compared with $4,436,000 in 1935.

"Radio prospects for 1937 also are encouraging, including such outstanding features as the inauguration of President Roosevelt next month and the coronation of a British King.

"The 1936 industry records demonstrate that the socalled 'saturation' point of radio is a myth. New sales largely are for replacement but it is estimated that 1,400,000 new homes were equipped this year with radio, an increase of about 6%. Of the 24,269,000 estimated radio families, only about 6,700,000 have modern shortwave receivers to hear international broadcasting, leaving an enormous replacement market.

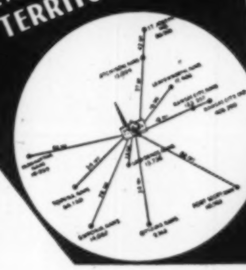
"Statistics show that 1936 sales increased about 30% over those of last year to an estimated retail value, including exports, of about $430,800,000, compared with $332,300,000 last year. It is estimated these sales will be divided as follows: Receiving sets, $315,800,000; tubes, $70,000,000, and radio parts and accessories, $45,000,000. While the 1936 set production of 7,600,000 is a new record in number, the dollar volume is comparatively smaller because of the greatly reduced prices, despite vast improvements in radio products in recent years, but the 1936 dollar volume is the largest since 1930."

JOHN LINER, artists' representative of Boston, is furnishing the comedy script material for the new Amos 'n' Andy *Minstrel Show* heard over NBC on Fridays for Pepsodent.

NC13711
TWA

A Lesson in PERSPECTIVE!

WREN HAS THE LARGEST COMBINED METROPOLITAN *and* RURAL AUDIENCES IN THIS TERRITORY



IN THE ABOVE PICTURE it looks as if the T.W.A. plane covers Kansas City—the buildings are dwarfed, the airplane spreads its wings over an immense area . . .

BUT — it's only a trick of perspective as anyone can easily tell!

Likewise, with all the surveys, figures and claims of first place made by Kansas City radio stations, it would appear that every radio station is giving complete Kansas City coverage every hour of the day and evening.

Surveys deceive — there's the trick of perspective — but *results don't deceive.*

WREN states its case very simply. We do not claim complete coverage — but we do believe we are doing a darned good job of selling in the 90,000 square miles which "includes Kansas City — a dozen minor cities— and a huge farm populace." We know this from (1) Results obtained and (2) the high percentage of repeat business given exclusively to WREN.

Moral: Don't be fooled by surveys—broadcast for results!

WREN

Only NBC Blue Network Outlet Between Denver and St. Louis.

Transmitter located 18 miles west of Kansas City — centrally located to serve Eastern Kansas and Western Missouri.

Industry Group Leaders Join in Forecasting Banner 1937...

C. W. MYERS
President
National Association Broadcasters

C. W. Myers

1937 dawns as "Victory Year" for the broadcasting industry.

Steadfast neutrality in the political campaign of 1936 justified an increased public confidence in radio. The industry will be true to this trust in 1937.

Now recognizing broadcasting as a "major medium", advertisers and agencies will spare no expense in competition for the radio audience with the greatest orchestras, and stars of stage and screen. 1937 will be a year of mighty productions on the air.

However, the great network shows will not diminish the importance of local productions and especially local personalities. On the contrary the interest in stations which perform civic services and present the best local talent will increase as the radio audience grows.

1937 will see further steps taken in the removal of everything objectionable from radio programs, the organization and improvement of educational programs, and the elimination of so-called controversies or misunderstandings between educational and religious groups and the American plan of broadcasting.

EDWIN W. CRAIG
Vice President, WSM, Nashville
Chairman Clear Channel Group

E. W. Craig

WE ENTER the new year with the greatest improvement in radio technique, talent, and technical equipment in the history of the industry.

Under the American system of broadcasting we have truly made "a neighborhood of a nation". At no cost to the listener, we are bringing to even the most remote and humblest farm home, the world's finest and most expensive entertainment; the daily reports of the market place; the utterances of public men; the findings of educational research; we are bringing news when it happens and in many cases, from where it happened. The nation is better informed because of radio; it is truly the voice of democracy of the people and for the people, giving to all the right to be heard as well as the privilege to listen.

We shall ever remain mindful of the ultimate objective of all broadcasting; of all grants assigned to our stewardship; that of public service. We believe the industry goes into the New Year resolved to continue along these lines; to improve, to develop additions to the service we are now giving coextensive with technical advances.

It will be a great year for broadcasting; a great opportunity for all broadcasters to earn even more of the measure of goodwill they have already won from the American public.

ALFRED J. McCOSKER
Chairman of the Board,
Mutual Broadcasting System

A. J. McCosker

NOTWITHSTANDING my predictions of a year ago for 1936—that we could hardly expect during 1936 to duplicate the strides of 1935 in commercial broadcasting—we transcended that record. And I am firm in my belief that 1937 augurs equally well for radio.

The general outlook in radio indicates consistent advancement, not only commercially, but in educational, cultural and musical fields.

As an advertising medium, radio is now firmly established. No longer need the broadcasters stress the success stories and "results" in sales. Now they can concentrate on excellence of presentation, novelty of entertainment and originality of idea. This, without question, means that radio will improve.

In our own particular corner, 1937 will be a most important year to the Mutual Broadcasting System, for the last three days of this year mark the inauguration of our coast-to-coast coverage, and 1937 will see our network even more firmly established in the national scope of radio.

I believe one of the most significant aspects of the last year's advance in radio has been the acceptance of Mutual's concept of operations, with its individually owned stations and cooperative business basis. Advertising agencies and clients have showered approval on Mutual's policies, and our expansion in 1937 will mean greater possibilities for service to clients and the listening public alike.

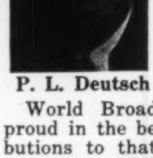
MUTUAL Broadcasting System, New York, effective Dec. 15, has appointed Fletcher & Ellis Inc., New York, to handle its account.

ROY C. WITMER
NBC Vice President in Charge of Sales

R. C. Witmer

YEAR after year the broadcast advertising industry forecasts, and later rings up on the cash register — the "biggest year in history". So far as I am able to foresee, 1937 will be no exception to the rule. Public interest in radio is greater and more sustained than ever before. The number of radio families is constantly increasing and with business generally showing a decided upward trend, these families have more money than ever with which to buy advertised products. Not only are we looking forward to a continuation of the steady and sure progress which we made during our first ten years, just ended, but there is every indication of further increases in daytime advertising and a summer even better than the record-breaker of 1936.

P. L. DEUTSCH
President
World Broadcasting System Inc.


P. L. Deutsch

THE 1936 statistics speak volumes for 1937 broadcasting prospects. Having enjoyed a healthy, consistent growth during the past year, radio can look forward with unqualified optimism.

World Broadcasting System is proud in the belief that its contributions to that growth offer still greater possibilities for advertisers, radio stations and listeners alike. The development of selective broadcasting, making radio available to every size and type of advertiser, means increased income for every station—a broader base on which the entire industry may build.

Transcription libraries, now serving 450 stations, lend to local radio a solidity, a security founded on better programs, larger audiences, more economical operation, more advertisers, and greater sales results.

All these factors, proven facts in 1936, presage a happy and prosperous 1937.

HUGH K. BOICE
CBS Vice President in Charge of Sales

H. K. Boice

EACH year in radio's history audiences have grown and have increased their periods of habitual listening. Each year programs have improved, and the facilities for broadcasting them have kept pace with the improvement. Today, advertisers know that good programs with worthwhile sales messages will reach vast responsive audiences regardless of competition on the air. They know that radio's nationwide audience, already close to complete saturation of the country's population, is big enough to "go 'round".

Their confidence — based on a solid foundation of experience—is the one sound explanation of why the broadcasting industry stands today at the peak of its achievement; of why radio can expect even greater accomplishments in 1937.

ARTHUR B. CHURCH
Chairman NAB Committee of Five
Joint Committee on Radio Research

A. B. Church

THE YEAR 1937 will be radio broadcasting's greatest year both in dollar volume and, far more important, in stabilizing the industry. NAB standardization efforts of several years ago will begin to show fruition. That lusty infant, the new Sales Managers Division of the NAB Commercial Section is rarin' to go and will see to it that station owners get things done. Advertisers and agencies are just as anxious to help get radio advertising on "an easy to buy—easy and successful to use" basis as are radio executives. The joint efforts of the NAB, ANA and AAAA have already begun to show results and 1937 should see real progress on standardized methods of determining station coverage and circulation. Both buyers and sellers of the radio advertising medium now fully realize cooperative effort is desirable and necessary if advertisers obtain full advantage of this great productive low cost medium.

CBS Cuts Melon

AT A MEETING of the board of directors of CBS Dec. 10, a quarterly dividend of 50 cents and an extra cash dividend of $1.30 a share was declared, payable Dec. 21 to all stockholders of record.

Broadcast Time Sales for Nine Months Increases 18.2% Over Figure in 1935

BROADCAST advertising income for the first nine months of 1936 increased 18.2% over 1935, with all portions of the medium enjoying gains as compared with the 1935 period, according to the NAB. Income for the third quarter of 1936 totaled $22,768,118, as compared with $17,155,350 last year, a gain of 32.7%.

Expansion of 33.2% during the quarter was experienced by non-network advertising with network volume rising 32.3%, regional network 35.1%, national non-network 35.2% and local 31.3%.

Radio showed the largest increase of any medium during the third quarter, the 32.7% comparing with 15.4% for national magazines, 25.3% for national farm papers and 12.9% for newspapers.

Gains by Rendition

ALL TYPES of rendition shared in the third quarter gain, transcription volume rising 36.8% over the same period a year ago, live talent 31.3% and announcements 34.6%, with record volume up 19.7%.

Transcription and live talent business showed the largest climb in the local field, 43.4% and 40.9% as compared with the third quarter of 1935, while record and announcement business jumped 13.7% and 19.2%. Pronounced gains were registered in national non-network announcement and record volume, amounting to 78.5% and 71.9%, followed by transcription and live talent increases of 35% and 21.8%.

Increases were shown for the third quarter in all types of sponsorship, principally automotive, beverage, confectionery, financial, soap and kitchen supply, radio set and tobacco advertising. Retail volume rose 25.3%.

Total broadcast advertising volume for the third quarter follows:

	1936	*1935*
National Networks	$12,503,699	$9,451,157
Regional Networks	346,219	256,293
National Nonnetwork	4,877,300	3,607,935
Local	5,040,900	3,840,055
Total	$22,768,118	$17,155,350

JAMES W. BALDWIN

Managing Director
National Association of Broadcasters

J. W. Baldwin

VOLUME: Present indications are that the radio broadcasting industry will gross more than one hundred million dollars during the year 1936. Barring generally severe weather which might adversely affect the retail trade the NAB Business Index points to a gross for the year of about $103,500,000.

Stability: Just as 1936 will witness the greatest gross business in the history of radio broadcasting so this year will be recorded as a period of important capital expenditures by the broadcasters. The vast sums expended by the broadcasters this year for the erection of the more efficient vertical radiators; purchase of new transmitters and studio equipment; and the purchase of land and the construction of permanent type buildings to house transmitting equipment, bear testimony to the confidence and courage of owners and insures greater stability.

Research: As the medium has grown, it has emerged from the trial and error stage to a point where principles regarding its use as an advertising medium have been formulated and applied. These principles have been based upon experience, supplemented by a great and varied volume of research which broadcasting has conducted and which place it in a position to furnish the advertiser with at least as much information as is supplied by any medium. Continued efforts in this direction, undertaken cooperatively with the advertisers and the agencies should be of great value both to the buyer and the seller.

Programs: The year has been marked by important improvements in the use of commercial credits. Advertisers unwilling to conform to standards appealing to the sensibilities of listeners and truthful advertising have been denied the use of the air. Syndicated program service via electrical transcriptions have made for more effective use of radio by retailers.

Rates: Rates have lagged considerably behind the increase in the number of radio families.

1937: We should witness next year a substantial increase in the volume of all radio advertising, particularly in retail, regional and national spot advertising. Greater selectivity may be expected in the acceptance of accounts. The competitive basis of broadcasting will continue to supply American radio families with the best talent available. With its improved and enlarged facilities and increased circulation radio broadcasting again will be a major factor in reaching new and richer markets.

ABOUT 150 employes of WOR, Newark, who have been with the station continuously since last July 31 or before, received a Christmas bonus of one week's basic salary on Dec. 10. Those employed after July 31 received one-half day's pay for each month worked between August and December.

GERALD KING

President
Standard Radio Inc.

Gerald King

ACCEPTING the universal belief among radio leaders that 1937 and the future is going to be better and brighter than ever before I confine myself to a few remarks about electrical transcriptions.

Transcriptions, leaders for 1936 in percentage gains in radio, will lead in 1937 by even a wider margin. I base this on these things:

(1) Our company signed more stations in the past four months to our library service than we did in our first four months when we had but a single competitor in the field.

(2) Advertisers are definitely breaking away from the long fostered belief that a network program covered the country. It can only be covered completely by the transcription method.

(3) The stigmatizing transcription announcements in the public's mind, now has become a seal identifying the program as a better rather an inferior one.

FRED WEBER

General Manager
Mutual Broadcasting System

Fred Weber

FROM $750,000 to $60,000,000 is the sum representing the growth in annual billing of national networks from the first records available up to the year 1936.

Broadcasting is proud of this record because it is evidence of successful effort to serve the listener and the advertiser.

Network broadcasting began its existence almost simultaneously with the peak of regularly recurring American prosperity, and gathering momentum it found itself thriving amid the full cycle of a business depression. Now, 1937 represents the first year in the established existence of network broadcasting that general business is paced to a comparable forward trend.

Sincere, forceful and entertaining advertising must guide expenditure of the increased earnings resulting from business progress. Radio, as it developed, in the past ten years, has anticipated its position as a productive medium to meet this requirement of increased advertising expenditures. Thus, it must serve the manufacturer and the distributor during his development stage with economic facilities keyed to reaching spendable income.

With the approach of 1937, of the three networks — two senior companies announce changed station affiliations, new transmitter installations, augmented studio facilities—the third launches coast-to-coast expansion with station affiliation additions and new programs.

The FCC reviews the testimony of the broadcasting industry revealed in a sweeping hearing that propounds the question of power development and progress by radio stations. The radio manufacturer works to reduce the costs of improved receivers.

The listener prepares to enjoy an even more consistent, diversified standard of entertainment. Business will afford the listener with income for generally increased expenditure. Therefore, for the first time, a fuller opportunity will be available for "purchase" expression of "listener" appreciation of entertainment provided without cost and intended to keep pace in enjoyment with the progress of this nation.

JOHN SHEPARD 3d

President, Yankee Network
Chairman, Regional Station Group

J. Shepard

JUDGING by present indications the broadcasting industry in 1937 will be confronted with the problem of meeting a demand which is greater than the supply. The indicated plans of advertisers and their agencies contemplate the use of radio to a greater extent than ever before. Network, spot and local radio advertising will undoubtedly reach a new peak and during the coming year we expect to see a more effective utilization of radio broadcasting.

The surge of business will take in early morning and late evening time brackets which formerly occupied a very marginal position in the minds of the advertiser and very probably the length of schedules will be extended so that the summer slump will be of shorter duration than in past years.

Radio stations will still have to solicit business on a competitive basis but we believe that with the volume of advertising which may be expected the factors of effective servicing of accounts and business-like operation of individual stations and networks will become more and more important than ever before.

EDWARD A. ALLEN

Chairman
National Independent Broadcasters

E. A. Allen

1937 in my opinion promises a volume increase undreamed of 12 months ago for the radio industry as a whole. With the wheels of industries gaining momentum daily, with the large industries expanding, paying larger dividends and increasing salaries, nothing can stop a tremendous increase in retail sales throughout the nation.

The natural inclination of the retail merchant is to increase his advertising when business is good. The smart local station operators are making their plans now to take advantage of this changed condition and I predict that for the first time, local stations who are on their toes will have all the business they can take care of, and a better class of business during 1937.

F. RICHARD ANDERSON Jr. for the last four years a member of the NBC press department in New York has been transferred to the station relations department.

DONALD FLAMM

President
Inter-City Broadcasting System

Donald Flamm

NO MATTER how long one has been connected with broadcasting, each month sees some new point learned, some new technique discovered and adapted. For that reason 1937 will be the greatest year in radio.

Greater use of spot pickups, more programs of the human interest type, and more diversification of programs will mark the broadcaster's contribution to a new radio year.

From the reporter of prize fights to the magic carpet that takes the world to the inauguration of a President, radio has progressed far in the past few years. It will continue to grow and develop this year with the greatest developments on the side of human interest programs, rather than in the development of musical presentations or comedy hours.

PAUL F. PETER

Secretary
Joint Committee on Radio Research

P. F. Peter

THE YEAR 1937 seems to hold bright prospects for the broadcasting industry. Improved general conditions should increase buying and therefore stimulate advertising. The tendency will be for broadcast advertisers to intensify their campaigns through increased appropriation. Also, new broadcast advertisers will be attracted.

The reaction on the broadcasting industry undoubtedly will be a tendency for the now crowded networks to confine their facility use to national campaigns, moving sectional advertisers to regional networks or "spot" use. A stimulated retail market will materially benefit local broadcast advertising. The work of the Joint Committee on Radio Research, in developing fundamental information on broadcasting as an advertising medium should materially contribute to the industry through improved understanding of radio's potentialities by advertisers, agencies and broadcasters during 1937.

C. LLOYD EGNER

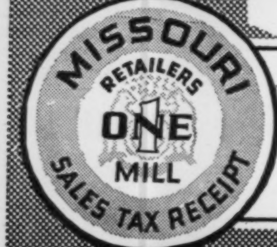
Manager, NBC Transcription Service

C. L. Egner

JUDGING by the interest in recorded programs for both national spot and local use, I have every reason to believe that 1937 will see a continuation of the tremendous gains in business that we have experienced in 1936.

An ever-increasing number of advertisers is using spot broadcasting, and it is encouraging to see the number of small advertisers, heretofore not using radio, now using it for the first time. These small users of today will become the important accounts of the future.

THIS



SHOWN IS A MISSOURI "ONE MILL" RETAIL SALES TAX RECEIPT

Printed on heavy card board and slightly smaller than the common milk bottle cap, these tokens are used by consumers to pay the 1% Missouri State Retail Sales Tax.

PLUS THIS

$83,224.00 RETAIL SALES TAX IN AUGUST 1936

PEOPLE LIVING IN THE *32 COUNTIES IN THE RICH, CENTRAL SECTION OF MISSOURI

Paid $83,224.00 into the Missouri State Treasury in August of 1936 in Retail Sales Taxes by means of these Tax Tokens.

*These are the 32 counties lying between the St. Louis and Kansas City Retail Markets and not adequately covered in total by media of either city or of cities within the 32 counties.

EQUALS THIS

RETAIL SALES APPROXIMATING — 100 MILLION DOLLARS ANNUALLY

SIMPLE ARITHMETIC QUICKLY REVEALS THAT THE PEOPLE LIVING IN THE RICH, CENTRAL PART OF MISSOURI SPEND OVER 100 MILLION DOLLARS ANNUALLY IN RETAIL STORES

(August Total Over 8 Million Dollars—$83,224x100)

Radio Station KFRU at Columbia, Mo.

630 Kilocycles, 1,000 Watts (500 Watts Night Time)

CENTRAL MISSOURI'S ONLY RADIO STATION COVERS THIS RICH, CENTRAL MISSOURI MARKET, EFFECTIVELY, EFFICIENTLY AND ECONOMICALLY

**We will gladly send a market data manual, giving facts and figures concerning these 32 counties, to interested executives . . .*

Address Radio Station KFRU at Columbia, Mo., or National Representatives:

Wilson	Dalton	Robertson
Kansas City	Chicago	New York

KFRU is owned and operated by the St. Louis Star-Times Publishing Co.

WREN Is Acquired By Kansas City Star

Price of $295,000 Involved; Dean Fitzer to Be Manager

SALE of WREN, Lawrence, Kan., to the Kansas City Star Co., operating WDAF, Kansas City, for $295,000 has been consummated subject to FCC Broadcast Division approval, it was learned Dec. 4. An application for transfer of 100% of the stock of the WREN Broadcasting Co. to the newspaper company or its individual stockholders was filed with the FCC.

WREN operates on 1220 kc. with 500 watts day and 1,000 watts night. It is the Kansas City NBC-Blue outlet, and is owned by the Jenny Wren Milling Co. Vernon H. (Bing) Smith, an executive of the milling company, is director.

WDAF is the NBC-Red network outlet in Kansas City and is managed by H. Dean Fitzer. The newspaper long has been desirous of procuring a second station in the area. Presumably, the stations would be operated jointly upon approval of the transfer. So far as known, it is the intention of Mr. Smith to devote his entire time to the Jenny Wren Co. affairs rather than to reenter broadcasting. It is understood also that the intention of the *Star* is to remove the WREN transmitter to a site closer to Kansas City but to retain studios in Lawrence.

Five Year Lease

THE CONTRACT between the *Star* and the WREN Company provides for a five-year lease of the first floor of the WREN Building in Lawrence, in which studios and offices will continue to be located. Lawrence is 40 miles west of Kansas City, but the station's transmitter and towers, equipped with new RCA apparatus throughout, are about nine miles east of Lawrence. WREN has been a member of the Blue network since 1927.

Mr. Fitzer, as director of radio for the *Star*, will assume management of both stations, upon FCC approval. The *Star* has operated WDAF since 1922 and was the second newspaper in the country to ally itself with radio, following the lead of the *Detroit News*, operating WWJ.

WDAF now is undergoing complete technical modernization. It is erecting a 425-foot Blaw Knox vertical radiator and installing a high-fidelity Western Electric transmitter on the 52-acre tract, eight miles from downtown Kansas City.

Sleetex Spot Drive

SLEETEX Co., Inc., New York (Sleetex, windshield sleet remover) from Dec. 1 to Jan. 4 is running a series of one-minute announcements on 16 stations and a five-minute sports broadcast on WWJ, Detroit. The announcement schedule varies from one to eight times daily, five to seven times weekly. Stations on the one-minute schedule are: WBZ-WBZA, WGR, WKRC, WGN, WTAM, WHKC, WDAF, KOA, WTCN, KYW, WCAE, KSD, WFBL, WMCA, WBAL. Humbert & Jones, New York, placed the account.

PRINCIPALS IN NBC-WLW SHIFTS

ALFRED H. MORTON

WILLIAM S. HEDGES

Morton Heads NBC Operated Stations As Hedges Resigns to Go With Crosley

PROMOTION of Alfred H. Morton, since 1934 manager of the NBC program department, to succeed William S. Hedges as executive in charge of NBC-owned and operated stations, was announced Dec. 10 by President Lenox R. Lohr. The announcement followed resignation of Mr. Hedges Dec. 3 to become vice president of Crosley Radio Corp in charge of broadcasting. Mr. Hedges thus becomes general manager of the 500,000-watt WLW, world's largest station, and WSAI, Cincinnati.

In announcing the promotion of Mr. Morton, President Lohr disclosed that the NBC organization is being changed, and that a separate department of owned and operated stations will be created, effective Jan. 1, when Mr. Morton assumes the post. This department will report direct to the NBC president instead of to a vice president.

Mr. Lohr praised highly the work of Mr. Hedges. He declared he had done a commendable job in taking over the owned and operated stations in 1934, at a time when they were showing no profit as a group. During the ensuing period, he declared, the stations have grown in stature and earning capacity and now represent a substantial part of NBC income.

Mr. Hedges' appointment was announced by Powel Crosley Jr., as effective Jan. 1. It brings together two of the founders of the NAB, which was established in 1923. At the organization meeting Mr. Crosley represented WLW and Mr. Hedges WMAQ, Chicago, then owned by the *Chicago Daily News*, of which he was radio editor in addition to his managership of the station. Mr. Hedges has been with NBC for the last five years, joining it when WMAQ was purchased by NBC in 1931. During that tenure he has been manager of WMAQ and WENR, Chicago, then manager of KDKA, and assumed the post of general manager of all stations operated by NBC in 1934.

Active in industry affairs, Mr. Hedges served as president of the NAB for two terms and as chairman of its executive, legislative and copyright committees. In his new work he will have complete charge of all broadcasting activities of Crosley. Lewis M. Crosley, brother of Powel Jr., is vice president and general manager of the corporation, and since John Clark's resignation has supervised broadcast operations, with Frank M. Smith as general sales manager.

In his new post Mr. Morton will have direct supervision over the following owned and operated stations: WEAF, WJZ, WBZ, WBZA, WRC, WGY, WTAM, WMAL, WMAQ, WENR, KYW, KDKA, KOA, KGO and KPO.

Mr. Morton, a graduate of the University of Illinois and Columbia University, has been with RCA or its subsidiary companies since 1921, having left General Electric Co. in 1919, where he had served after resigning as a captain in the army during the World War. In 1921 he was made manager of the Washington office of RCA, where he supervised the construction of WRC, its first broadcasting station. In 1923 he was transferred to New York to head the commercial department of RCA Communications Inc., where he served until 1929 when he was made European manager of RCA at Paris. There he arranged the first regular international rebroadcast from the Paris International Exposition.

Apples on Discs

WASHINGTON STATE APPLES Inc., Wenatchee, Wash., on Dec. 18 starts one-minute dramatized transcription announcements on approximately 40 stations throughout the country. Two or more daytime announcements will be used on a staggered schedule during a six day pre-holiday campaign. This is the first extensive radio campaign of the recently organized cooperative of Washington State apple growers. J. Walter Thompson Co., Seattle, handles the account.

Two Local Stations Authorized by FCC

El Paso and Prescott Grants Bring Year Total to 56

TWO MORE new radio stations, both in the local category, were authorized by the FCC Broadcast Division at its Dec. 1 session, thus bringing to 56 the total number of new radio stations authorized during this year [see complete tabulation in Dec. 1 BROADCASTING].

Reaffirming its earlier grant, which had been suspended pending rehearing on the opposition of KTSM, El Paso, Tex., the Commission sustained Examiner Hill's recommendation and granted Dorrance D. Roderick, publisher of the *El Paso Times*, authority to erect a full-time 100-watt station on 1500 kc. The station will be known as KTEP.

New Prescott Station

AT THE SAME TIME it authorized the Southwest Broadcasting Co., Prescott, Ariz., authority to erect a new 100-watt night and 250-watt day station on 1500 kc. in that community. President of the corporation is Albert Stetson, local theater man. The application of W. P. Stuart, publisher of the *Prescott Courier*, for the same facilities was denied. In both cases Examiner Seward was sustained.

Mr. Roderick on Dec. 7 applied to the FCC also for a new 1,000-watt station to be operated on 940 kc. in El Paso, which probably will be set for hearing.

Among other applications filed during the last fortnight and awaiting hearing were one by Chase S. Osborn Jr., son of the former governor of Michigan and a retired newspaper publisher, seeking a permit for a new 500-watt station on 1440 kc. in Fresno, Cal., and another by the Vancouver Radio Corp., headed by Sheldon Sackett, for a new 250-watt daytime station on 880 kc. in Vancouver, Wash. Mr. Sackett is publisher of the *Coos Bay Times* in Marshfield, Ore., and the *Oregon Statesman* in Salem, Ore.

Another application, that of the *Santa Barbara* (Cal.) *News-Press*, seeking 500-watts on 1220 kc., was reported favorably Dec. 8 by Examiner Hill as a result of a hearing Oct. 1.

NBC Owned - Operated Group Boost Spot 22%

GROSS revenue from national spot and local advertisers (non-network) on the 15 NBC owned and operated stations in October was estimated at $373,986—22% higher than the same month last year. This represents the largest revenue from this source for any October, and the largest figure for any month in the history of NBC. The total revenue for the first 10 months of 1936 is up 57% over the corresponding total in 1935. National spot advertisers accounted for $231,042, an increase of 19% over October, 1935. Local advertisers accounted for $142,944, with political interests responsible for part of this amount. Significant, however, is the fact that the local income from regular commercial sources alone stands at a higher figure than ever before.

Polly's Participating Program Pays

In Fact, KSTP Feature Is So Popular That Sponsors Must Toe the Mark or She Will Spurn Them

By KENNETH M. HANCE
Assistant General Manager,
KSTP, St. Paul

MANY a station manager, trouble-shooting a participating program that has become afflicted with falling-off of the sponsor, has decided to ask Polly what to do. Around KSTP, Polly (Edith Shedlove) has been a fixture for several years. Now rounding out her fifth year, she has many contracts sold far into 1937. Here are the secrets of Polly's success with her cooperative program.

K. M. Hance

HOW can a participating program be made to pay, to be so successful from a listener and advertiser standpoint that it will continue on the air, and how can it be kept from "wearing out" after a year or less?

This question, in one form or another, has been asked innumerable times in the past few years. Stations in other cities have even sent representatives to KSTP to meet our *Polly the Shopper*, to get her advice and coaching, and to hear her on the air.

We have learned that while a participating program is strictly a "one-man" show, there is much that is required of that one person. If all the requirements were listed they would sound like a resume of the station staff, excluding the engineers.

And They Stay

THE CONDUCTOR of a participating program must be able to "sell", on the air, and off. She must be able to write continuity. She must be a merchandiser, knowing what will make people respond. She must have a charming, pleasing voice—one of which people will not tire. And she must be able to "sell" her advertisers and *keep* them sold. (That Polly does this is attested to by a glance at her schedule for the current week. Out of 15 advertisers on her program, only one is a new contract—all the rest are renewals, several of them having been with her since her very first year on the air.)

When KSTP's salesmen present Polly's program to an advertiser they describe her as "the girl with 'it' on the air". In an intangible sort of way, that covers it, for she has these several years constantly increased her large audience of loyal, feminine listeners, and with straight commercial chatter! A peppy, lilting theme opens and closes her 15-minute period, but aside from that, it is what she says and how she says it that holds her audience.

Polly's enthusiasm is boundless, and she's always sincere. When one listens to her on the air, it is apparent that she herself is sold on everything she's telling you, and you're conscious of her vibrant personality. She has an emotional quality, too, which one advertiser referred to as "spiritualized emotion". There's a straightforward, friendly, helpful attitude, and the virtues of an advertiser's product or service are simply and clearly explained.

Here is a subtle form of selling, because the listener is made to believe that Polly is boosting one thing or another, not because the advertiser asked it, but because Polly herself has discovered these good things and wants her friends, her listeners, to know them. This form of presentation represents the most valuable form of testimonial advertising.

POLLY

The *Polly the Shopper* program on KSTP has maintained an unusually high standard of accounts. This has caused us the occasional loss of an account, but in the long run, the gain has been far greater than the loss. Early in Polly's experience at KSTP, a salesman brought in a 26-week contract for a retail shoe store.

She Spurned a Sponsor

POLLY checked up on the store and came back saying that she would not put this account on her program. Asked why, she said she did not want her listeners to think she wanted them to go there, and she spoke of the store's undesirable neighborhood, poor air, uncomfortable chairs, wholesale instead of individual attention, and a string of other reasons. We chalked this up to temperament, and because she seemed so disturbed about the account, we offered them a different service.

Another time, however, she rebelled when she was offered an account that was then on the other Twin City stations, and which we felt was a desirable account. However, the account was placed on her program, and after one broadcast was taken off immediately. We realized than, as never before, that Polly herself must be sold on an account before she'll really put it over. Her voice, in speaking of that particular account, almost carried an apology, and all her copy was about what "someone else" had told her, and never once did she speak as though she were recommending it to her listeners.

Today the salesmen know that Polly must be sold on an account before she'll do her best, and they've found it well worth their while to try to sell her, for once she is really sold, she'll put it over with her audience.

Her audience mail is amazing, for both quantity and quality. The first mail brings 500 letters frequently. But even more important than her mail is the immediate, direct results obtained by advertisers. The women come into the stores saying, "I heard *Polly, the Shopper* talking about your new sweaters, and I'd like to see them", or, "I want to see that black hat with the red feather that Polly tried on yesterday". Women have even left their names and addresses in stores asking that Polly be told that that they followed her advice and made certain purchases.

This faith of her audience has been built, fostered and maintained by a constant rendering of service. Polly has kept herself alert to the newest style details, and relates them simply and intelligently. If she thinks a new style is a bit idiotic or impractical, she doesn't hesitate to say so. She injects humorous, personal items, and each morning she recreates the illusion of a gay and friendly visit, instead of being "high-hat" and trying to impress her listeners with the fact that she's talking over the radio.

Satisfying Skeptics

HAVING traveled coast-to-coast, and having met celebrities in many fields (a good number of whom she has interviewed over KSTP) Polly has a large fund of rich, personal experiences and mental impressions on which to draw. She has a flair for ad-libbing, and often, while reading from copy, if she gets a flash, she'll bring in entirely new ideas and enlarge upon the original theme.

Whenever we run into an advertiser who is skeptical about what radio will accomplish, we like to have him try Polly's program first. Particularly the small advertisers who spend cautiously and expect returns immediately—they are the one who can tell instantly what results they are getting. However, when large advertisers have a way of checking, they, too, find that this program pays well.

As an example, one national advertiser gave us the figure of the "lowest cost per inquiry" they had ever achieved, and that in a national woman's magazine after several years advertising therein. The same "request for sample" was offered on the Polly program and the same figure—their lowest cost per inquiry—was equalled on the very first week's broadcasting. Now, a year later, the cost per inquiry has been cut in half!

It's no exaggeration to say that Polly actually lives with her programs — she breathes, eats and sleeps with the program paramount in her life. She has never been late, and has never missed a broadcast since the day she first put her program on the air. Occasionally she flies to Chicago for the weekend, and last winter, during Christmas and New Year's, she flew to San Francisco and Los Angeles for a little more than a week—and the inspiration and ideas she brings back from these little jaunts is enough to last her for months.

This same sincere friendliness which listeners are able to capture in her voice and manner, is evident to advertisers and other station employes as well.

Bargains Are Bargains

THE MOMENT Polly begins broadcasting for an account, she contacts the account and is constantly consulted for merchandising ideas and advice. In ways totally unallied to broadcasting, Polly helps merchants with store displays; she helps them obtain distribution; aids them in securing suitable help when needed.

One Saturday afternoon she took off her hat and helped sell $3.98 dresses in a downtown department of a large store. She came in, saw they were swamped, went to work like any other salesgirl, and when the rush was over, started to leave. The flabbergasted store manager tried to offer to pay her, but Polly wouldn't hear of it. To her it was just another way to serve an account.

Polly offers suggestions for the improvement of store service, the handling of patrons; gives constructive criticism of window displays, and is insistent that merchants give honest values. One time a merchant requested Polly to broadcast regular $5.95 sweaters for $2.95. Polly looked them over and told the merchant that these sweaters had never been worth $5.95—that the most they could ever have commanded was $3.95, and that she'd give *that* comparative price, and say they were mighty good values for $2.95.

When an advertiser is paying for radio time, it takes courage to tell him what one will or will not say in that time, but the advertisers have learned that they can depend upon Polly's good judgment.

Secrets of Success

IT WOULD hardly be good counsel to recommend that a newcomer, trying to build up a participating program, follow this method. It would be folly. These things have become possible here only after a period of time, after the advertiser himself has been sold in every way on the program and its conductor.

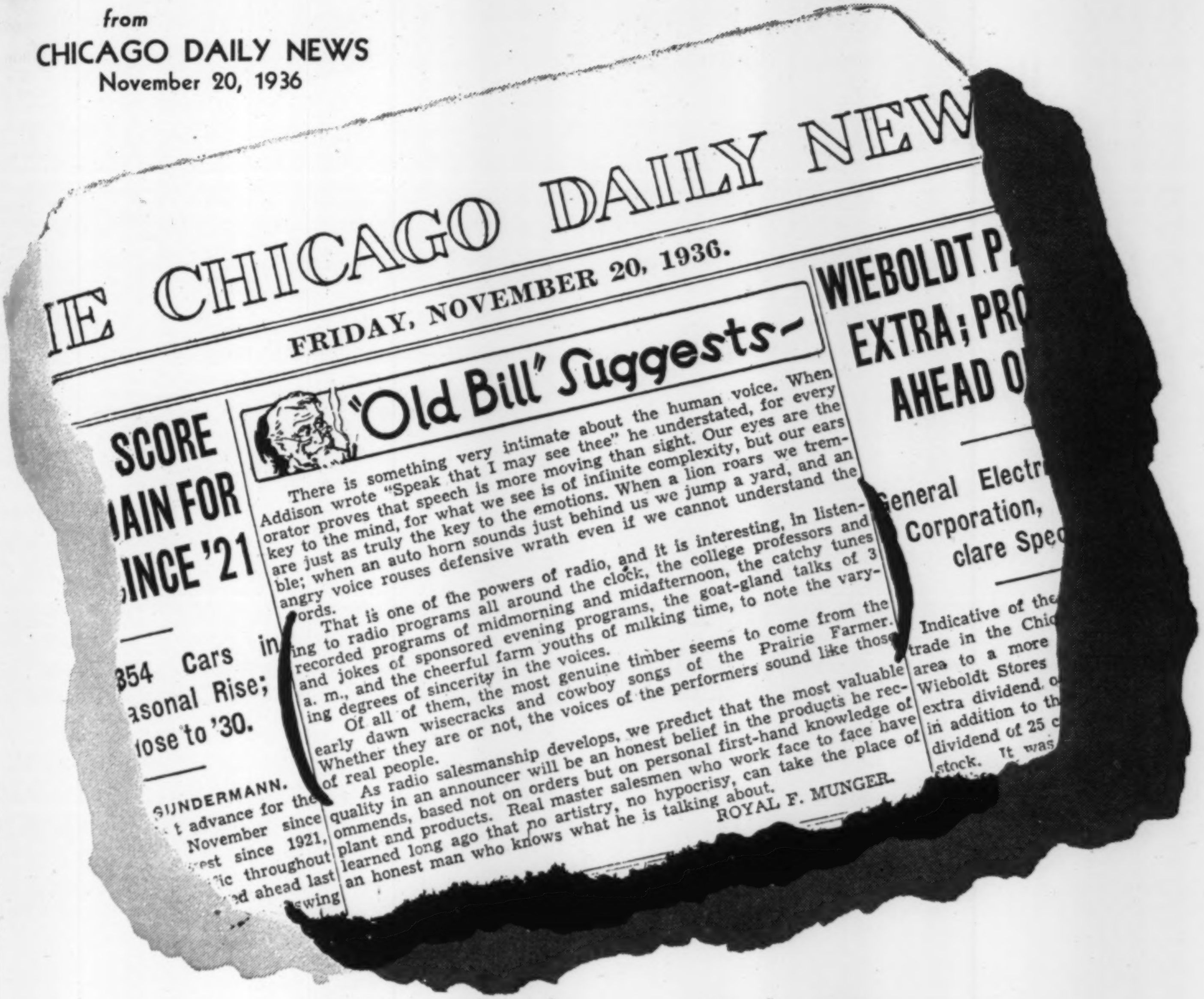
Here is a brief compilation of some of the most essential requisites for a successful participating program, gained from an analysis of *Polly, the Shopper*, and her program:

There must be a vibrant, alert, likeable radio personality.

The program must build and

(*Continued on page 57*)

from
CHICAGO DAILY NEWS
November 20, 1936



IE CHICAGO DAILY NEW

FRIDAY, NOVEMBER 20, 1936.

SCORE
AIN FOR
INCE '21

354 Cars in
asonal Rise;
lose to '30.

SUNDERMANN.

t advance for the
November since
est since 1921,
ic throughout
ed ahead last
swing

"Old Bill" Suggests–

There is something very intimate about the human voice. When Addison wrote "Speak that I may see thee" he understated, for every orator proves that speech is more moving than sight. Our eyes are the key to the mind, for what we see is of infinite complexity, but our ears are just as truly the key to the emotions. When a lion roars we tremble; when an auto horn sounds just behind us we jump a yard, and an angry voice rouses defensive wrath even if we cannot understand the words.

That is one of the powers of radio, and it is interesting, in listening to radio programs all around the clock, the college professors and recorded programs of midmorning and midafternoon, the catchy tunes and jokes of sponsored evening programs, the goat-gland talks of 3 a. m., and the cheerful farm youths of milking time, to note the varying degrees of sincerity in the voices.

Of all of them, the most genuine timber seems to come from the early dawn wisecracks and cowboy songs of the Prairie Farmer. Whether they are or not, the voices of the performers sound like those of real people.

As radio salesmanship develops, we predict that the most valuable quality in an announcer will be an honest belief in the products he recommends, based not on orders but on personal first-hand knowledge of plant and products. Real master salesmen who work face to face have learned long ago that no artistry, no hypocrisy, can take the place of an honest man who knows what he is talking about.

ROYAL F. MUNGER.

WIEBOLDT P
EXTRA; PRO
AHEAD O

General Electr
Corporation,
clare Spec

Indicative of the
trade in the Chic
area to a more
Wieboldt Stores
extra dividend, o
in addition to th
dividend of 25 c
stock. It was

Thank You, Mr. Munger –

They are real people—and they're GENUINE. It's this genuineness—and sincerity—that makes WLS listeners so loyal to the station and it's entertainers

Listener Loyalty Predicates Advertising Results!

WLS

THE PRAIRIE FARMER STATION

50,000 WATTS
870 KILOCYCLES

1230 WASHINGTON BOULEVARD, CHICAGO
BURRIDGE D. BUTLER, *Pres.*, GLENN SNYDER, *Mgr.*
National Representatives: JOHN BLAIR & CO.

Networks on the West Coast To Be Realigned on Dec. 20

Mutual Adds Don Lee and Goes Transcontinental; Hearst-McClatchy Unite; KNX, KSFO to CBS

A RED-LETTER day in West Coast radio history will be observed Dec. 29 when some 16 stations in that section realign themselves insofar as national or regional network affiliations are concerned, while Mutual Broadcasting System, newest entity in the network field, realizes a three-year ambition by going coast-to-coast.

Tieing into the Don Lee Broadcasting System in California by A. T. & T. transcontinental line, MBS on that date will offer a network of 36 outlets in the East, Midwest and West. Simultaneously, KNX, Los Angeles and KSFO, San Francisco, formerly independent, join the CBS network in lieu of KHJ and KFRC, the Don Lee stations in those cities.

Other changes include the formation of the California Radio System, comprising two Hearst Radio and four McClatchy newspaper stations, which begins operation on the same date, and on Dec. 7 Thomas S. Lee, president of Don Lee, announced that four additional California stations were aligning themselves with Mutual-Don Lee.

Midwest MBS Outlets

IN ADDITION to the Don Lee network unit, MBS will pick up a half-dozen additional Midwest stations en route as of Dec. 29 as available for service. These include KFEL, Denver, KSO, Des Moines, WMT, Cedar Rapids, Ia., WHB, Kansas City, KOIL, Omaha, and KFOR, Lincoln.

While detailed commercial account placements on the expanded network were not available as BROADCASTING went to press, MBS announced that Bill Forbes, Don Lee salesman who has been in New York for 90 days, had flown back to California Dec. 5 with 25% of all of the network's commercials going coast-to-coast, including Feenamint, Murine and Grove's. A 16-hour program service, it was announced, will be effected between Mutual and Don Lee, with the Pacific Coast unit to feed many of its sustaining features, including two half-hour musical programs weekly from Hawaii.

Plans for gala dedicatory programs were being made by the various station groups to herald the switchovers. Program production and sales officials of both CBS and MBS were on the coast for the occasion.

KNX on Dec. 1 cancelled some 17 commercial accounts preparatory to the CBS dedication. These included religious and proprietary accounts. An advisory board, it was stated, will be appointed to arrange a non-denominational religious program to be broadcast weekly, in conformity with CBS policy.

With its Pacific Coast headquarters already set up under Donald Thornburgh, vice president, CBS had in Los Angeles a number of its New York officials. These included Victor M. Ratner, sales promotion manager, Hugh Cowham, traffic manager, Bill Lewis, manager of broadcasting, and Larry White, of the program department. The dedicatory broadcast, it was indicated, would be in the nature of a two-hour cross-continent salute.

Mutual planned a two-day inaugural program, featuring officials of key stations of the network, plus outstanding talent and orchestras, with the new stations, reciprocally, saluting MBS. Fred Weber, general manager, planned to fly to California, and probably will introduce President Lee of Don Lee to the MBS audience on Dec. 30.

Personnel Enlarged

SINCE the MBS-Don Lee arrangement, the network has expanded its personnel considerably. Adolph Opfinger has been appointed MBS program coordinator; Dan Pontius has been added to the Chicago sales office; Sidney Allen has been added to the New York sales office, and Andrew Poole has been named traffic manager.

A weekly program folio, similar to those of both NBC and CBS, will be published for MBS beginning Jan. 1.

The new MBS rate card classifies stations as follows: Basic—WOR, WGN, WLW or WSAI and CKLW; Colonial Network of New England—WAAB, WEAN, WICC, WTHT, WFEA, WSAR, WSPR, WNBH, WLLH, W1XBS; added eastern stations—WFIL, WBAL, WRVA, WCAE, WGAR, WSM, WIRE; added western stations—KWK, WHB, KSO, WMT, KOIL, KFOR, KFEL; Pacific Coast-Don Lee—KHJ, KFRC, KGB, KDB.

In addition to the latter four, Mr. Lee announced Dec. 6 that KFXM, San Bernardino; KMPC, Bakersfield; KDON, Monterey-Del Monte, and KGDM, Stockton, have been added. The negotiations were conducted by Owens V. Dresden, KHJ manager.

The Hearst-McClatchy California Radio System planned to observe its new operation with a special evening statewide hookup. This cooperative venture will include KEHE, Los Angeles; KYA, San Francisco; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield. The first two are Hearst stations, and have no national network affiliations. The latter four are owned by McClatchy Broadcasting Co., and on Dec. 29 switch to NBC. They are now outlets of Don Lee. Ford Billings, Hearst Radio representative on the West Coast, is general manager of the new system.

Sunkist Plans Spots

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges) with approximately $650,000 to be spent on naval orange advertising this season, along with other media, will include radio and is contemplating daytime spot announcements and also participation in women's programs in the central and eastern markets. Lord & Thomas, Los Angeles, handles the account.

NBC List Reaches 112 as KARK Joins; CBS Adds WJNO; WOAI Case Heard

BOASTING a list of 112 stations for its two networks—the largest number in history—NBC on Dec. 7 formally announced that on Jan. 1 KARK, Little Rock, would become an affiliate. Meanwhile, CBS on Dec. 13 added WJNO, West Palm Beach, Fla.

NBC, it was stated Dec. 9 by President Lenox R. Lohr, plans to continue its "general expansion" program by adding outlets in important markets. He declared, however, that at this time there are no negotiations close to completion.

The final lap in the effort of CBS to procure FCC approval of its agreement to purchase WOAI, San Antonio 50,000-watter, for $825,000, was entered Dec. 9 when a hearing on the transaction was held in Washington before FCC Examiner Seward. No opposition was offered by other stations and only WOAI and CBS, along with FCC counsel, were represented. Primary testimony was presented by G. A. C. Halff, president of Southland Industries, owners of WOAI.

A Matter of Time

UNLESS FCC approval of this sale is procured by Dec. 28, it has been stated on behalf of parties, the transaction will be nullified. The sales contract carries such a provision. It is expected that Examiner Seward will expedite his report, and that Broadcast Division action will be taken prior to the expiration date. More than likely it will come up at an early regular Broadcast Division meeting.

CBS, under the arrangement, would purchase Southland Industries, the Halff holding company, for approximately $1,300,000, and afterward sell back to Mr. Halff all save the WOAI property, which would be procured at the net figure of $825,000. Others at the hearing included Hugh A. L. Halff, nephew of the elder Mr. Halff and WOAI general manager: Mefford R. Runyon, CBS vice president and treasurer; E. K. Cohan, CBS technical director, and Joseph H. Ream, CBS general counsel. WOAI was represented by Louis G. Caldwell, and CBS by Duke M. Patrick. George B. Porter, FCC assistant general counsel, appeared for the FCC.

Should approval of the WOAI sale be forthcoming, then NBC is expected to affiliate with KTSA, San Antonio, a Hearst Radio Inc. station, now a CBS outlet. While actual contracts had not been executed, it is understood that tentative arrangements have been made. In such an event, KNOW, Austin local, also owned by Hearst Radio, is expected to become an NBC outlet. KTSA is at present on CBS, while WOAI is an NBC station.

The signing of KARK, heretofore an independent, was announced jointly by President Lohr and G. E. Zimmerman, vice president and general manager of the station. It is owned by the Tom Barton interests. Preparatory to joining NBC it is installing a new RCA high-fidelity transmitter and new vertical radiator. KARK operates on 890 kc., with 1,000 watts day and 500 watts night. Mr. Zimmerman was formerly with the NBC station relations department, and is a well-known figure in southwestern broadcasting.

KARK was the fifth station signed by NBC during the last month. Others included WSPD, Toledo; WFEA, Manchester, N. H., KGNC, Amarillo, and WTIC, Hartford, the latter having renewed its contract for five years. CBS, also busy in the station market, has signed WRVA, Richmond clear-channel station, among others.

WJNO, newest CBS affiliate, operates on the 1200 kc. channel with 100 watts full time. It has been on the air since last July 31. John R. Beacham is president and George A. Hazlewood is secretary and general manager.

Parent Company Absorbs Stations in CBS Group

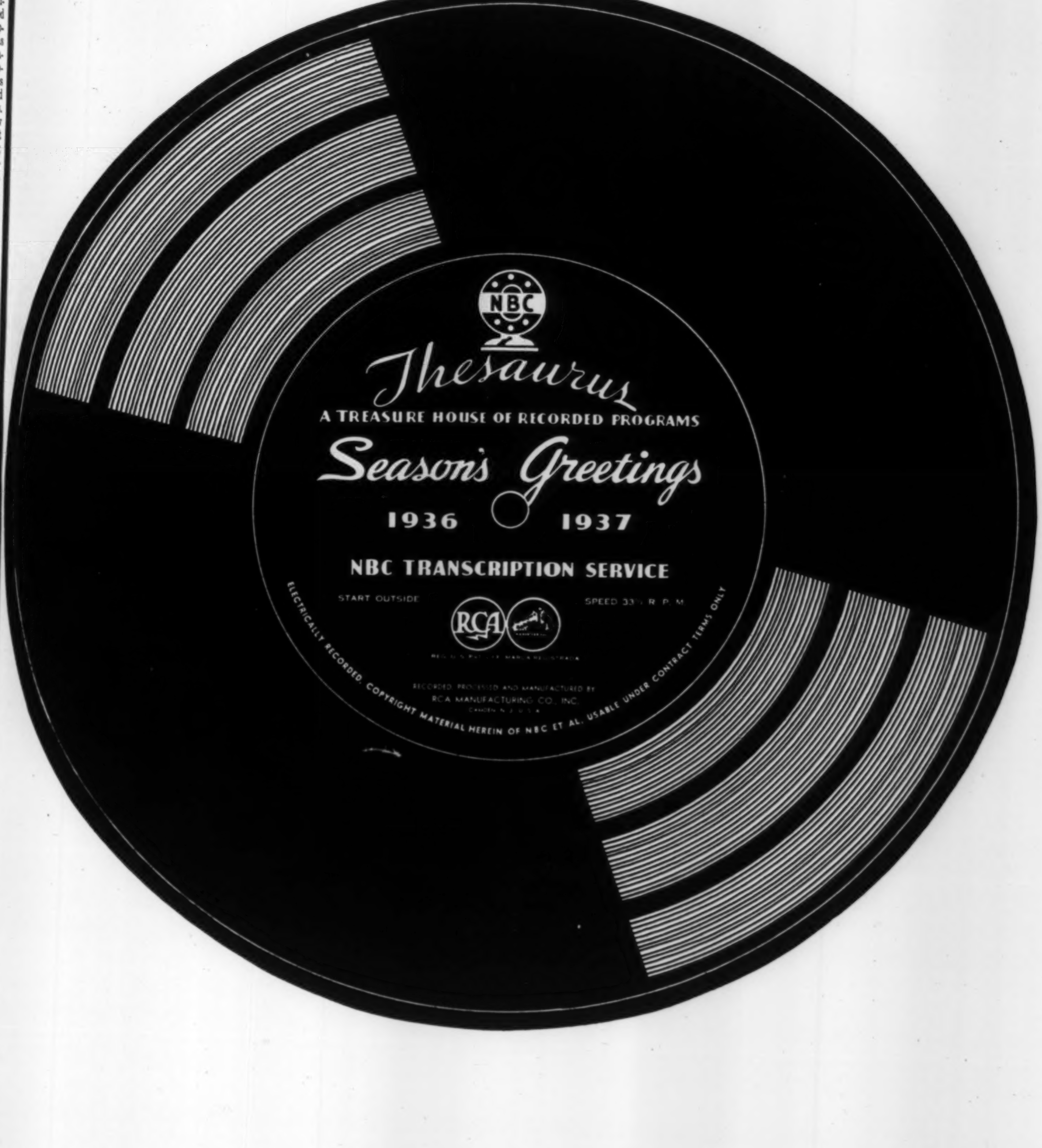
MOVING to place all of its station subsidiaries, broadcasting and shortwave under the parent company for tax and organization purposes, CBS on Dec. 1 secured authority from the FCC Broadcast Division to transfer all of its licenses to Columbia Broadcasting System Inc. The network organization thus automatically dissolved Atlantic Broadcasting Corp., operator of WABC and W2XE, as well as several experimental stations, and also the subsidiaries operating the nine stations it owns or operates, most of which had their local managers as presidents. The nine CBS-owned stations now directly licensed to the parent company are WABC, New York; WJSV, Washington; WBBM, Chicago; WKRC, Cincinnati; WBT, Charlotte; WCCO, Minneapolis; KMOX. St. Louis; KNX, Los Angeles, and WEEI, Boston (leased by CBS but licensed to it).

Network to Be Changed For Homemakers' Series

THE *Homemakers' Council of the Air*, produced as a participating program by James F. Fay Adv. Co., Boston, and conducted by Marjorie Mills, feature editor of the women's page of the *Boston Herald-Boston Traveler*, will switch Jan. 1 to a new network. The program, currently broadcast Tuesday and Thursday for a half-hour period starting at 9:15 a. m., will continue to Jan. 1 on the New England Network of WEEI, Boston; WCSH, Portland; WJAR, Providence; WTAG, Worcester; WTIC, Hartford. At that time it will shift to a divisional network of CBS outlets, including WEEI, Boston; WORC, Worcester; WLBZ, Bangor; WPRO, Providence; WDRC, Hartford; WMAS, Springfield, originating from WEEI. The program features noncompetitive household products on a cooperative plan.

Mutual Billings Up 39%

BILLINGS for the month of November as reported by the Mutual Broadcasting System were $227,543, an increase of 39% over the same month last year. The 11-month cumulative total for Mutual is $1,794,076 practically assuring a $2,000,000 year.


NBC
Thesaurus
A TREASURE HOUSE OF RECORDED PROGRAMS
Season's Greetings
1936 1937
NBC TRANSCRIPTION SERVICE
START OUTSIDE
SPEED 33⅓ R. P. M.
RCA
REG. U. S. PAT. OFF. MARCA REGISTRADA
RECORDED, PROCESSED AND MANUFACTURED BY
RCA MANUFACTURING CO., INC.
CAMDEN N. J. U. S. A.
ELECTRICALLY RECORDED. COPYRIGHT MATERIAL HEREIN OF NBC ET AL. USABLE UNDER CONTRACT TERMS ONLY

Broadening of FTC's Power Over Competition Is Sought

Commission Would Plug Loophole in Present Law; Work of Policing Advertising Claims Reviewed

RECOMMENDATION to Congress that the existing law be amended to enable it to prohibit not only unfair methods of competition but also "unfair or deceptive acts and practices in commerce," was made by the Federal Trade Commission in its annual report released Dec. 14.

Asserting that it is restricted in its operations because in many cases it is difficult if not impossible to show unfair competition, the Commission asked that Section 5 of the FTC Act be amended so court review may be obtained by the Commission without first proving unfair competition. For the last several years the FTC has made a similar recommendation. It has pointed out, for example, that the now famous "Marmola" case, an anti-fat remedy which was advertised over the air, resulted in no punitive action in spite of the fact that the product itself was condemned in a Supreme Court opinion. Unfair competition, however, could not be proved.

Suggested Change

THE FCC recommended that Section 5 be made to read:

"Unfair methods of competition in commerce *and unfair or deceptive acts or practices in commerce are hereby declared* unlawful.

"The Commission is hereby empowered and directed to prevent persons, partnerships, or corporations, except banks, and common carriers subject to the acts to regulate commerce, from using unfair methods of competition in commerce *and unfair or deceptive acts and practices in commerce.*" [The new language proposed is in italics.]

The Commission commended the "helpful cooperation" of broadcasting stations and of newspapers and magazines in its work toward the elimination of false and misleading advertising. It brought out that during the last fiscal year ended June 30, its Special Board of Investigation had read and marked about 947,000 pages of broadcast continuity to check false or misleading statements. Of these, it said, 19,572 commercial broadcasts were marked as containing representations that appeared to be false or misleading. After further review 1,314 prospective cases were set aside for additional study.

Altogether there were approximately 350,000 advertisements broadcast by radio stations which were reviewed during the fiscal year.

The Special Board also scrutinized advertising in publications as part of this general work. During the last fiscal year it examined 96,939 advertisements appearing in newspapers and magazines and noted 9,074 as containing statements that appear to be false or misleading. The latter total formed the basis of 1,865 prospective cases.

In defining its advertising surveys, the FTC said that by far the bulk of the cases are concluded in stipulations entered into by advertisers wherein they agree to cease and desist from publishing or broadcasting misleading statements. In only a few cases, it was pointed out, do advertisers decline to stipulate, making necessary formal complaints and possible litigation. In many cases the advertiser immediately cancels all advertising complained of upon receipt of the first communication.

During the last year, the report stated, the Special Board instituted the stipulation procedure in 823 cases, negotiated 247 stipulations and settled and closed by various methods of procedure a total of 883 cases. The Board recommended that complaints be issued in 35 cases for failure to execute stipulations and in 9 cases for violating stipulations. In 8 cases the Board recommended that complaints be issued without giving the advertisers an opportunity to stipulate because of gross deception or danger to the public involved in the practices in which they were engaged.

Review of Continuities

THAT portion of the FTC report dealing with radio advertising follows in full text:

The Commission began the review of advertising copy broadcast over the radio at the beginning of the fiscal year 1934-35. At the outset, the Commission, through the Special Board of Investigation, made a survey of all commercial continuities, covering the broadcasts of all radio stations during July 1934. The volume of returns received and the character of the announcements indicated that a satisfactory continuous scrutiny of current broadcasts could be maintained with a limited force and at small expense, by adopting a plan of grouping the stations for certain specific periods.

Consequently, beginning with September 1934, quarterly calls have been issued to individual radio stations according to their licensed power and location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

National and regional networks, however, respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical-transcription recordings submit regular weekly and monthly returns of typed copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of a commodity being advertised, the Commission's knowledge of current transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transcriptions with essential data as to the names of the advertisers, and the articles sponsored.

The combined material received from the individual stations for specified periods, from the weekly returns on regional and national network broadcasts, and from the special transcription reports, furnishes the Commission with representative and specific data on the character of radio advertising which has proven of great value in its efforts to curb false and misleading trade representations.

During the last fiscal year, the special board received copies of 299,334 commercial broadcasts by individual radio stations and 38,109 commercial broadcasts by networks, or chain originating key stations. The broadcasts from the independent stations averaged 1½ pages each and from the networks 10 pages each.

The special board and its staff read and marked about 947,000 pages of typewritten copies during the year, an average of 3,105 pages every working day. Of these, 19,572 commercial broadcasts were marked as containing representations that appeared to be false or misleading. These broadcasts were assembled in 1,314 porspective cases for further review and procedure in instances that appeared to require it.

In its examination of advertising, the Commission's purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce.

The Commission is receiving the helpful cooperation of the nearly 600 active commercial and radio stations and of newspaper and magazine publishers generally, and notes a desire on the part of these broadcasters and publishers to aid the Commission in the elimination of false and misleading advertising.

BULOVA, LAFOUNT PURCHASING WCOP

H. A. Lafount

PURCHASE of WCOP, Boston, by Arde Bulova, New York watch manufacturer and broadcaster, and Harold A. Lafount, former member of the Federal Radio Commission, was consummated early in December, subject to approval of the FCC Broadcast Division. The purchase was from the heirs of Joseph M. Kirby, Boston jeweler, who died Sept. 6. The purchase price, it is understood, was around $60,000.

WCOP has been in operation since October, 1935, and is assigned to the 1120 kc. channel daytime, with 500 watts. It is an applicant for a change in frequency and for full time. Mr. Bulova, who recently purchased WOV, New York, for $300,000, and is interested in the ownership of several other stations, including WNEW, New York, procured a two-thirds interest in WCOP, with former Commissioner Lafount holding the balance of the stock, and assuming the presidency of the operating company—Massachusetts Broadcasting Co.

No changes in personnel are contemplated, according to Mr. Lafount. G. H. Slattery is manager of the station.

Mills Plan Radio

TEX-O-KAN FLOUR MILLS, Inc., Dallas, has appointed the J. Walter Thompson Co. as advertising agents, according to an announcement by Jack P. Burrus, president. Radio, newspapers and posting will be used to advertise the products of two subsidiary companies of Tex-O-Kan: La France Flour, milled by the Morten Milling Co., Dallas, and Light Crust Flour, a product of the Burrus Mill & Elevator Co., Fort Worth. J. Walter Thompson will service the account from its St. Louis and Chicago offices.

WTFI Is Acquired By Atlanta Journal

Newspaper to Operate Station After Transfer to Atlanta

ACQUISITION by the *Atlanta Journal*, owners of WSB, Atlanta of a substantial interest in WTFI, Athens, Ga., which has an authorization to move to Atlanta, was announced Dec. 7 by Norman K. Winston, of New York, president of Liberty Broadcasting Co., owners of the station.

Mr. Winston disclosed that the *Journal* would operate the station upon its removal and that in addition to the newspaper, Harold A. Lafount, former radio commissioner, would become vice-president of the company and a stockholder. Mr. Winston has been associated with Arde Bulova, New York watch manufacturer and broadcaster, in a number of broadcasting ventures.

Community Interest

JOHN A. BRICE, vice-president and general manager of the *Journal*, has been named president of the corporation, according to Mr. Winston, with Mr. Lafount serving as vice-president and Lambdin Kay, general manager of WSB, as the active head of the new station.

"I interested the *Atlanta Journal* in joining me in the enterprise through our mutual belief that there was a real opportunity in Atlanta for another station devoted primarily to promoting community interests and reflecting community life," Mr. Winston asserted.

"I feel that the *Journal* is eminently fitted to maintain such a policy for WTFI in Atlanta and with greater freedom than is now possible at WSB, which is filling a statewide and sectional function of constantly increasing importance."

Mr. Winston explained that the call letters of the station, subject to FCC approval, will be changed to WAGA. He added that tests to find an efficient transmitter site in Atlanta have been in progress and that authority to install new studios and equipment will be requested of the FCC along with the call letter change.

WSB, a 50,000-watt clear channel station, is an NBC outlet. It is expected that WTFI later will become identified with the NBC Blue Network, with WSB becoming a Red outlet.

Mountain Copper Plans

MOUNTAIN COPPER Co. Ltd., San Francisco, manufacturers of Mountain Copper carbonate, a treatment for seed wheat, which, thru Kelso Norman Organization, that city, used radio for the first time in its history in a spring and fall campaign, is contemplating use of that media in a new campaign to start shortly after the first of the year. In its spring and fall campaign, spot announcements were used on 19 stations throughout the country, with a resulting increase in volume sales of 30%. An enthusiastic dealers' reception toward radio points to next season's campaign being more aggressive, with a heavier schedule being planned, according to Gerald Norton, who services the accou

Now Broadcasting with

5000 WATTS Daytime

1000 Watts Night

on 900 KC.

Truscon Vertical Radiator
New RCA Transmitter

On 900 kc. and with 1,000 watts, WKY's old transmitter did the work of 50,000 watts higher up on the dial and covered more of Oklahoma than any other station. With the same frequency, new and more efficient transmission facilities, and daytime power boost to 5,000 watts, WKY's primary service area has been further increased by more than 50%.

WKY · OKLAHOMA CITY

National Representative
E. KATZ SPECIAL ADVERTISING AGENCY

Affiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

OKLAHOMA'S ONLY FULL TIME NBC OUTLET

Broadcast Medium Declared Ideal for Financial Houses

Intimacy of Radio's Contacts With the Home Is Cited

ONE OF THE problems that confronts the financial institutions of this country is to educate the public as to the inner workings of their organizations, about their methods of doing business, as to how they make money, as to how they exist, and why, Charles H. Garland, sales executive of WBBM declared recently at a meeting of the Chicago Financial Advertisers Association. It is necessary that they sell the public on the fact that bankers are human beings just like themselves —men and women who deal primarily in human problems, rather than financial problems, because every financial problem is an outgrowth of a human problem, he said, and continued:

"I believe you are going to have to explain to the average American that if it were not for him you could not survive as an institution, and that without you he could not enjoy economic progress. You are going to have to show him that he is part of your organization and that through the growth of your activities his general welfare has grown as a result of a definitely established partnership between your institution and all business.

"You are going to have to make clear to him that the clothes he wears, the food he eats, and the entertainment he enjoys would not be possible were it not for such institutions as yours. It is necessary that you go still further and give him definite outlined instructions as to how to go about transacting business with you—removing that fear of approach which seems to beset most of the American people when business with a bank is contemplated. In order to do this, gentlemen, you virtually have to sit down with him in his living room and tell him all about yourselves. There is no advertising medium under the sun that can offer you the opportunities to do this the way radio can do it.

Selling Service

"ARE THERE any who doubt the effectiveness of radio as far as child thought is concerned? If so, it is because they have not been very close observers of the situation. The responsibility for moulding the public consciousness into a fair and understanding attitude toward the banks and financial institutions of this country rests upon the shoulders of the banks and the financial institutions of this country alone.

"You, therefore, have a job of reestablishing confidence which I say you can do by radio broadcasting. After this is accomplished—in fact, while it is being accomplished — you can sell your other services and make your broadcasting pay for itself in actual increased revenue while spreading the gospel of good will. This can be accomplished because radio is a flexible medium which can be utilized with equal facility in instituting good will and in stimulating public acceptance of profitable services.

"Radio, with its desirable coverage of the territory, its intensity of listener interest, its personal appeal, its flexibility, the fact that it reaches the entire family, the fact that it has the largest coverage up and down the income scale of any other advertising medium, the fact that most radio listeners are home owners or otherwise well established, thereby eliminating the waste coverage of other mediums in which your type of institution is not interested, and the fact that radio reaches many more families per dollar than any other medium —all of these facts justify the statement that radio definitely has its place in financial advertising."

MARYLAND STATIONS ORGANIZE NETWORK

FORMATION of the Maryland State Network, comprising three stations in the State, and connected by A. T. & T. lines, was announced Dec. 7 by John Elmer, president of WCBM, Baltimore, which will be the key station.

While the date for inauguration of the project has not yet been set, it has been decided to offer the facilities of the three stations, to be sold as a group only, to national or regional accounts. Other stations are WJEJ, Hagerstown, and WTBO, Cumberland. WCBM also will act as sales agent for the group.

Also encompassed in the plan for the state group is an affiliation with Inter-City Broadcasting System, of which WCBM now is a member. The newly-formed Quaker State Network, comprising eight stations in Pennsylvania, later may be sold in conjunction with the Maryland alignment.

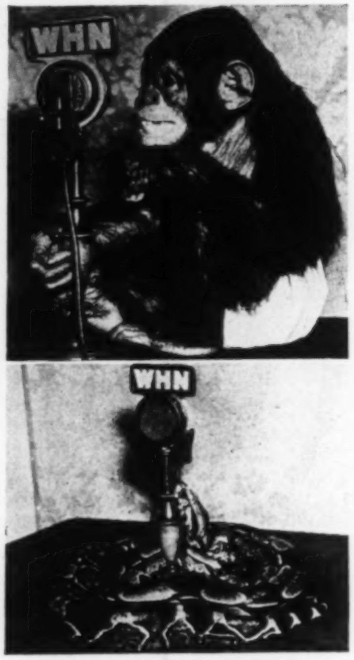
Arrangements for the state unit were negotiated by Mr. Elmer and George H. Roeder, manager of WCBM, with Roger W. Clipp and H. B. McNaughton, for WTBO, and with C. Walter Baker, Hagerstown attorney and Grover C. Crilley, for WJEJ.

Hettinger Leaves NAB As Economic Consultant

HERMAN S. HETTINGER, assistant professor of marketing of the University of Pennsylvania, and for the last five years associated with the NAB in a consulting capacity on economics, tendered his resignation to the NAB Dec. 15. Among other things, he inaugurated the NAB Business Index in 1933 and has been in charge of the collection of these statistics up to the present time.

In his letter to James W. Baldwin, NAB managing director, Dr. Hettinger pointed out that his resignation would make it possible for the NAB staff to take over his activities in connection with the business index and with economic research. Dr. Hettinger served as director of research of the trade association for more than a year and in the fall of 1935 returned to the University but continued to supervise the NAB's statistical work and to represent it on the technical subcommittee of the Joint Committee on Radio Research.

FINANCIAL ADVERTISERS ASSN. will hold its 1937 convention at Syracuse Sept. 13-16. The 1936 session was held at Nashville in the WSM auditorium.



M-G-M ARTISTS? — Here are a couple of star performers over WHN, New York, operated by Metro - Goldwyn - Mayer. In procuring these candid shots of *Mannie the Monk* and *Artie the Anaconda* our photographer was unable to learn from Herbert L. Pettey, associate director of WHN and former FCC secretary, what the particular occasion was. Possibly throwing a little light on the situation, however, is the fact that Major Bowes and his amateurs got started on WHN. Perhaps WHN is now conjuring up a new program idea on animal amateurs to work alongside *Leo the Lion?*

Sterling Brewers Extends

STERLING BREWERS Inc., Evansville, Ind. (Sterling Ale), has renewed *Squire Sterling Presents*, quarter-hour transcribed musical program featuring the King's Jesters, broadcast two evenings weekly, on WHAS, WSM, WMC, WNOX, WDOD, KTSA, KARK, WROK, KELD, WJBL, WFAA, KMBC, KWTO, WIRE, WPAD, WHBF, WJBO, WGBF, WRBL, and added WSB to its list the week of Dec. 7. Seven other stations, which started later than those listed above, are still broadcasting the first series. Agency is Hays MacFarland & Co., Chicago.

Campaign in German

NATIONAL WEEKLIES Inc., Chicago, placed three announcein German on WBNX, New York, as a test to advertise a subscription contest for a German magazine. Results were so satisfactory that on Dec. 28 regular German announcement campaigns will be launched on a list of 15 additional stations now being selected by Albert Kircher Co., Chicago, the sponsor's advertising agency, and Roesler & Howard Inc., foreign language station representatives.

TO SERVE the large Polish-speaking population within its primary coverage area, WSPD, Toledo, has inaugurated a regular *Polish Hour* and has appointed Roesler & Howard Inc., as its foreign language representatives.

Attorneys Advised To Turn to Radio

Would Counteract 'Good Will' Series, Says Bar Official

OPPOSITION by lawyers to the Good Will Court program on NBC and Inter-City, and other programs of the type, continued to grow during the last fortnight, culminating in the suggestion by Mitchell Dawson, public relations chairman of the Chicago Bar Association, that local bar groups, either individually or cooperatively, use radio to tell the public about the functions of the lawyer and to "counteract such nuisances".

In an article published in the November issue of *Chicago Bar Record*, Mr. Dawson stated that the *Good Will Court* "exploits human misery for commercial purposes, misleads radio listeners, encroaches upon the practice of the law, gives the impression that there is no free legal aid service available to poor persons, and undermines confidence in the courts whose judges lend themselves to the scheme."

Mr. Dawson says that a "movement is now under way to organize a group of local bar associations in support of a national bar radio program which may take the form of dramatizing the lawyer in action — something similar perhaps to the *Old Judge* program" (a series of legal dramatizations written by Harry Grayson of the University Broadcasting Council and broadcast weekly over WLS, Chicago, under the auspices of that organization).

On the Other Side

MEANTIME defense for the *Good Will Court* was offered by Charles H. Tuttle, former U. S. Attorney, representing Chase & Sanborn, the sponsor, and J. Walter Thompson Co., the agency, and by Louis Nizer, attorney for M. L. Alexander, originator and conductor of the program.

In a brief filed with the New York County Lawyers Association and the Appellate Division, the attorneys described the court as educational in content and manner and stated that it serves to popularize the law. Letters of approval from Gov. Lehman of New York; Attorney General Bennett, of New York; Attorney General Wilentz of New Jersey, and Gov. Hoffman of the same state, as well as other officials, were cited.

A formal report and opinion of the committee on professional ethics of the American Bar Association criticizes attorneys, judges and ex-judges who take part in broadcasts of the *Good Will Court* type. Their participation is described as "contrary to the standards of behavior prescribed by the canons of judicial ethics."

In Brooklyn, Supreme Court Judge Conway, on Dec. 9 refused to grant a temporary injunction to Good-Will Court Inc., founded by Municipal Court Justice Nathan Sweedler, which sought to restrain Standard Brands, NBC, J. Walter Thompson Co., WMCA and Albert L. Alexander from continuing the *Good-Will* Court series on NBC and Inter-City. The court held that the issues of fact "cannot be properly disposed of except upon a trial when the merits thereof may be fully investigated and determined." The plaintiff also sought to restrain the defendants from continuing to use the name.

COLUMBIA
BASIC
NETWORK

POWER

WJR

50,000 WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

NAB Seeks Data From Stations On Rights Against Warner Bros.

Possibilities of Suits for Recovery of Royalties Paid During ASCAP Separation Period Is Seen

POSSIBILITY of suits against Warner Bros. music publishing houses seeking to recover funds paid in music royalties by stations during the period January to July this year when the Warner houses were outside the ASCAP fold was seen this month with the disclosure that the NAB was querying its membership on the entire question. It is estimated, roughly, that some 200 stations paid into Warner houses for the right to use its catalogs, between $100,000 and $125,000.

Due to inquiries from stations to the NAB regarding possible refunding of the royalties, it was learned, James W. Baldwin, NAB managing director, consulted legal counsel to ascertain whether recovery suits could be instituted. While the NAB itself does not propose to become implicated in any possible litigation, Mr. Baldwin sought to procure from member stations information as to the amount of money paid to Warner houses, nature of the contracts and other details.

Presumably, decision as to whether stations individually will institute suits will rest upon the results of the survey. In his letter to members, dated Nov. 28, Mr. Baldwin recited the history of his efforts to procure rebates from Warner following its return to ASCAP last Summer, after seven months of attempted independent operation.

Rights of Stations

"THE purpose of furnishing this information," he wrote, "is to comply with the request of counsel who desires the same in order to be able to formulate an opinion regarding the rights and liabilities of the respective parties. When final conclusions are reached by counsel then those stations concerned must necessarily consult their own counsel and determine whether they desire to exercise such rights as they have in the matter."

Mr. Baldwin brought out that on July 31 he had wired Music Publishers Holding Corp. (Warner music subsidiary), at the time of action on the Warner reinstatement in ASCAP. He inquired as to steps taken to refund money received by MPHC from stations since Jan. 1. Explaining that he received no reply to this wire, he added that on Sept. 18, he had sent a letter to MPHC going into the matter in detail. The letter follows in full:

> Please refer my telegram of July 31, 1936.
>
> The circumstances surrounding this problem are so well known that a long recital of them here seems unnecessary. It should suffice to say that the circumstances which required a large number of our member stations to become licensees of the MPHC and increase their costs for music were entirely beyond their control. In most instances the unavailability of information made it impossible for stations to avoid the use of your music.
>
> Rightly or wrongly the moneys paid to you by those stations has been considered either as "insurance money" or "blood money". An example why this is so: Station (A) was a licensee of MPHC. Station (B) a competitor of (A) was not a licensee of MPHC. The MPHC accepted license fees from (A) and instituted an infringement suit against (B). Then there was a merger of the ASCAP and MPHC, (a happening which could not be foreseen either on Jan. 1 or April 1, 1936). The infringement suit against (B) was dismissed but so far you have not refunded the money you accepted from (A).
>
> Can it be that the vast corporate powers of Warner Brothers will be used in so discriminatory a manner? I am yet unable to believe that is so. I cling to a confidence that there is at least a great moral obligation involved here which Warner Brothers will recognize and discharge.
>
> A reply is requested.

Mr. Baldwin continued that no reply had been received to this letter and that therefore counsel had been asked to examine into the situation to determine the rights of member stations. A series of questions was asked to supply information requested by counsel relating to contracts, correspondence, statements of royalties paid, substance of interviews, list of suits which may have been brought by Warner houses and details concerning them, dates and terms of ASCAP licenses, and the like.

Prior to its return to ASCAP, Warner houses brought some 300 infringement suits against stations, hotels, night clubs and other users of music, seeking damages in the amount of nearly $4,000,000 for alleged infringements. All of these suits were dropped upon reinstatement in ASCAP.

ANOTHER radiophone link with Europe was provided Dec. 1 with the opening of the A. T. & T. circuit to Paris, connecting the telephone systems of the United States and continental Europe and making a new circuit available for broadcast speech relays. Heretofore all European phone traffic had to be routed through London.

Station Break

WNOX, Knoxville, broadcast some ten spot announcements that the Tennessee-Mississippi football game in Memphis could be heard that day (Dec. 5) on the competing local station, WROL. WNOX was unable to carry the contest but promoted the broadcast on WROL as a service to listeners, for local interest in the contest was high. A clothing firm sponsored the WROL broadcast. A record for remotes by a local station is claimed by WROL, which broadcast all U of Tennessee home games and also five out-of-town games, the latter representing an average of 265 miles per game in leased wire tolls. Allen Stout handled all the games.

South Atlantic Group

A MEETING of sales managers of stations in North Carolina, Virginia, Maryland and the District of Columbia was to be held Dec. 14 at the Mayflower Hotel, Washington, to discuss station sales problems. The meeting was called by John W. New, commercial manager of WTAR, Norfolk, secretary of the NAB Sales Managers' Division. It was to be another in the series of meetings planned by branches of the Sales Managers' Division preparatory to the national meeting to be held in Chicago Jan. 18-19.

A DEAL between Consolidated Radio Artists Inc., and Fanchon & Marco Agency Inc., for cooperation in the production and selling of orchestras and entertainment was announced in New York Dec. 1 by Charles E. Green, president of CRA, and John A. Schultz, executive head of F & M. A booking agreement has been made whereby the two organizations, nationally known in radio, music and entertainment fields, will function cooperatively but as separate corporations.

Chicago Ball Clubs Plan Broadcast Fee

ADVERTISERS sponsoring broadcasts of the home games of the Chicago Cubs and White Sox during the 1937 season will have to pay to each team a sum ranging from $3,000 to $7,500 depending on the type of station used in addition to station time rates, if the figures proposed by the clubs at an informal meeting with Chicago broadcasters on Nov. 29 are accepted by the stations. Under the tentative schedule set up by the baseball teams, advertisers using Class A stations (WGN, WBBM) would be charged $7,500 by each team, a total of $15,000 for the season's broadcasting rights. Advertisers using Class B stations (WJJD, WCFL) would pay each team $4,000; and those using Class C stations (WAAF, WIND) would pay $3,000 to each team.

The standard American League broadcasting contract was also submitted by the clubs to the station men, who objected to certain sections and appointed Leslie Atlass and Ed Wood as a committee to draw up a counter proposal, which was submitted to the clubs on Dec. 1. No official action will be taken until after the club managers return from the annual major league meetings in New York, at which time the broadcasters and baseball managements will again get together to draw up contracts for next year's broadcasts.

Present at the meeting were Charles Drake of the Cubs, Harry Grabiner of the White Sox, Leslie Atlass of WBBM, Ralph Atlass of WJJD and WIND, Ed Wood and Frank Schreiber of WGN, Norman Boggs of WAAF, and Myron Reck of WCFL.

A & O Cold Spots

A & O Co., New Bern, N. C., (cold remedy) is staging a spot campaign on six southern stations, placed through J. Carson Brantley Adv. Agency, Salisbury, N. C. Stations are WPTF, WBT, WEED, WBIG, WFBC, WGST.

BELLS ALA CASH REGISTER—Sales managers of stations in the Southeastern district of the NAB met in Birmingham Nov. 24 to discuss commercial operations preparatory to the national meeting of NAB sales managers in Chicago next month. National rates, merchandising service, local sales and program ideas held the attention of the station executives. Presiding was Mallory Chamberlin, commercial manager of WMC and WNBR, Memphis. Left to right, front row: Frank S. Lane, WDOD; John M. Outler WSB; Royale Penny, WPTF; Hazel McGuire, WQAM; Mallory Chamberlin, chairman, WMC and WNBR; J. W. McIvey; Howard E. Pill, WSFA; Frank King, WMBR. Left to right, back row: Jack M. Draughon, WSIX; "Red" Cross, WMAZ; Harry Stone, WSM; E. K. Cargill, WMAZ; Allen Lacy, WJDX; Robert L. McRaney, WSGN; F. C. Sewell, WLAC; W. T. Knight Jr., WTOC; W. A. Young, WBRO; Fred Steele, WAPI.

TRUMP CARD

An Ace among media, WGY turns the trick for advertisers in Eastern and Central New York and Western New England. This giant station has unequalled power and popularity in the prosperous Northeast. Let us demonstrate how showmanship plays a winning hand for advertisers.

WGY

50,000 WATTS

NBC Red Network

SCHENECTADY

Completely programmed by NBC

New Offices in Chicago For WBS to Be Built At a Cost of $175,000

APPROXIMATELY $175,000 will be spent by World Broadcasting System for its new headquarters in Chicago to be located at 400 W. Madison St., according to announcement Dec. 7 by P. L. Deutsch, WBS president. The building is expected to be ready for occupancy Feb. 15.

Three ultra-modern studios, a galvano plant for manufacturing wide-range vertical and lateral transcriptions under Western Electric license, as well as office facilities, are planned. Latest acoustical and recording developments of Bell Laboratories will be incorporated. Among the facilities will be the high-speed electroplating unit, "direct wire" and "off the air" recording. Among WBS advertisers in the Midwest are Studebaker, Wander Co., Republic Steel, J. H. Folger (coffee), Procter & Gamble, Mid-Continent Petroleum, Independent Grocers Alliance and Montgomery-Ward.

WBS announced simultaneously that 60% of all commercial stations in the country are now equipped to broadcast its wide-range vertical recordings. It stated that of the 567 stations included in a survey, 340 now have this equipment, an increase of 19% or 112 stations over June, 1935.

NBC Outgrows Studios In Hollywood in a Year

ALTHOUGH only a year old on Dec. 7, the Hollywood studios of NBC have become too small for present needs and extensive additions are planned, Don Gilman, NBC vice president in charge of Pacific Coast operations, announced at a press conference in Hollywood Dec. 4. At the same time he announced that the San Francisco studios of NBC will be entirely remodeled and extended to take care of expanding needs. NBC engineers are now surveying the situation, he stated.

Mr. Gilman, who returned the week before from New York where he watched the RCA-NBC television demonstrations, voiced the belief that Hollywood will eventually be one of the five or six locations where television will be started because of its talent supply and also because the high hills nearby are well suited for television transmitters.

Duart Expansion Plans

DUART SALES Co. Ltd., San Francisco (Creme of Milk facial cream and Permanent Wave), on Dec. 6 added KOA, Denver and KDYL, Salt Lake City, to the NBC-Pacific Red stations carrying its weekly quarter hour *John Nesbitt's Passing Parade* program, increasing the outlets to seven. After the McClatchy Newspaper stations become affiliated with NBC, Duart on Jan. 3 will add KFBK, Sacramento; KWG, Stockton and KMJ, Fresno, to its list of outlets. Plans are being made to send the program coast-to-coast over NBC early next year in a national campaign. A weekly quarter-hour transcription of that program is also sponsored on WENR, Chicago and KGMB, Honolulu. Howard E. Williams, Advertising, San Francisco agency, handles the account.

MAKING THE RADIO DRAMA

Careful Planning, Good Casting and Tests Vital In Developing Successful Serials

By FELIX C. HOLT
WXYZ, Detroit

A QUESTION that every station operator or manager eventually asks himself is "What makes a successful radio drama?"

It is a logical question when one familiar with radio production stops to consider the number of dramas that have hit the air with a big publicity buildup and everything seemingly in their favor, only to fold up as complete flops a few weeks later.

The answer can best be found in the fact that WXYZ, Detroit key station of the Michigan Radio Network, has just launched its third "planned drama" under commercial sponsorship.

It is a drama just as carefully thought out and planned as a building, an intricate machine, or a railroad. Let's consider the building angle. A person or a corporation has need for a particular type of building to be used for a certain purpose. An architect is consulted, told what the building is to be used for, told what it is to cost approximately when completed.

First the Sketches

THE FIRST thing done by the architect is to draw preliminary sketches which, when approved, will be developed into a permanent design from which the building will be constructed to the letter.

That is the same process through which *The Adventures of the Green Hornet*, mystery serial sponsored by the Detroit Creamery, underwent before it was offered for commercial sponsorship. Most people are familiar with the general workings of the "story conferences" conducted by every major motion picture studio before a picture is put into production.

Let us begin with the first steps taken in the development of *The Adventures of the Green Hornet.*

George W. Trendle, president of King-Trendle Broadcasting Corp., which owns WXYZ and operates the Michigan Radio Network, is also the head of the United Detroit Theaters, one of the major theatrical chains of the Midwest. He has carried his knowledge of showmanship, gained through years of experience in the box-office and production end of the theater, into the operation of his radio station and network.

A new drama was needed on WXYZ. The station had two under commercial sponsorship at the time. One was the famous *Lone Ranger* western drama heard three times weekly over the combined stations of the Michigan Radio Network and Mutual. The other was a domestic serial, *Ann Worth, Housewife,* which went to the Michigan Radio Network five mornings a week.

Of all subjects that could be dealt with, Trendle believed that the best field was to be found in a fast moving mystery story. He conferred with his general manager, H. Allen Campbell, relative to the commercial possibilities of such a radio drama and was told that the [illegible] was good.

Trendl[illegible] long ago arrived at the convi[illegible] that the best radio dramas were built from complete stories in each episode, but with a set of standard characters, the leads of which did not change. The same technique had been used with tremendous success in the *Lone Ranger* and other dramas produced in the studios of WXYZ.

GEORGE W. TRENDLE

Then the Conference

A CONFERENCE of department heads was called. They included Trendle, General Manager Campbell, Fran Striker, chief script writer; James Jewell, dramatic director; Brace Beemer, chief of studios and production; the writer, director of the publicity department, and several others.

Trendle laid his idea on the table.

"I want a script in which the hero will be a modern young fellow, athletic and daring despite a tendency to be happy-go-lucky," he explained. "I want him to become a self-appointed agent of justice, a man who wages war against the criminals and rackets that the law seems unable to reach."

Trendle's "story" conferences are not "yes-men confabs". Those about him tore into the idea from every angle. Sales heads saw it one way, the production department saw it another, the publicity department looked at it from another. Basically the idea was good, but controversy waxed hot as to the angle from which it could best be produced.

Several other conferences were held. At each, certain elements were eliminated, others adopted. Finally a name for the hero was accepted. It was Britt Reid, a name easily remembered, a name that was brisk and youthful. It was decided that he should be the son of a newspaper publisher who, because of his health, had gone to Florida and turned the paper's operation over to the son. As head of the newspaper, Britt Reid would come into possession of information not accessible to police or public.

Much of this information would concern crooks who operated within the law. Britt Reid would decide to launch his own war against them. Thus Britt Reid, the happy-go-lucky newspaper publisher, becomes the *Green Hornet,* masked Nemesis of evildoers, by night.

A comedy element was needed. James Irwin, veteran actor of the stage and radio, had gained a following in another WXYZ drama as Michael Axford, a jovial cop who either stumbled on clues or walked around them without seeing them. He had a tremendous following on the air.

Therefore, for comedy in *The Adventures of the Green Hornet,* Michael Axford, the jovial cop of another script show, was written in as Michael Axford, body-guard to the youthful newspaper publisher, Britt Reid. He immediately appointed himself a committee of one to run down the mysterious Green Hornet. This situation presented a rich field for comedy relief.

And Then the Test

AFTER these and a few other minor details were ironed out and the general plan agreed upon, the first script was prepared. But it was not the only one. Several were written over a period of two months before the series was finally given the "go-ahead" and placed on the Michigan Radio Network. There it was watched for a short time, a few kinks ironed out, and then offered for commercial sponsorship by General Manager Campbell.

By that time, every angle from selling ability of the show to promotional and publicity possibilities had been worked out to the satisfaction of all concerned. Its almost immediate sale to the Detroit Creamery, distributors of Golden Jersey Milk, followed through the Detroit office of N. W. Ayer & Son.

The laboratory test *The Adventures of the Green Hornet* underwent, was the same test given the *Lone Ranger* drama which pulled a half-million letters from two broadcasts on the Mutual Broadcasting System, and the domestic drama, *Ann Worth, Housewife,* which has repeatedly proved its pulling power on the Michigan Radio Network.

CKLW Appointments

APPOINTMENT of W. R. (Bill) Lapp, as manager, and of L. J. (Jerry) DuMahaut, as commercial manager of the Detroit office of CKLW, Detroit-Windsor, was announced Dec. 7. Mr. Lapp, an auditor and tax expert, has served in the machinery and steel industries, and is comparatively new to radio. Mr. DuMahaut was promoted from the sales staff of the MBS Detroit outlet, having been associated with the station for nearly four years. He is a native of New York, but has been in Detroit 14 years, most of the time in advertising. For nine years he was associated with the advertising departments of newspapers, including the *Detroit Times* and the *Detroit Free-Press.*

Velco's First Radio

VELCO SWEETS Co., San Francisco, manufacturers and distributors of packaged candy and chocolate bars, for the first time in its history, is using radio, having started Dec. 1 a 13-week test campaign on KGGC, that city, using a quarter-hour program titled *Boy Scout Radio Newspaper,* placing the account direct.

PROOF OF THE PUDDING...

The advertising effectiveness of any radio station is most accurately gauged by the sales results it brings to advertisers.

Over and over again the effectiveness of **WLW** has been proved by direct sales obtained by advertisers through **WLW** broadcasts.

Neighboring Area Drawn by Station Into Sponsor Fold

Participating Series Boosting CJCA's Sales and Goodwill

By F. H. ELPHICKE

Manager, CJCA, Edmonton, Alberta

F. H. Elphicke

FOLLOWING a bumper crop in the northern Alberta region, CJCA, Edmonton, goes to the merchants in the surrounding towns to help set a new high for station business during the latter months of 1936. Starting with the current Star Radio Programs feature, *The Morning Bulletin Board*, the station laid its plans carefully for a thorough coverage of the neighboring towns.

The late spring and early summer of this year found CJCA laying the foundation for this sales campaign in the country, with a good-will series of amateur nights, broadcast from community halls and theatre stages in 14 of the larger towns in Northern Alberta. These shows, sponsored by anywhere from six to ten local merchants in each town, met with approval, and cemented the audience in these localities. With the advent of *Morning Bulletin Board*, we scheduled it from 9:15 to 10 a. m. daily except Sunday, and after a fortnight's run as a sustainer, sent a salesman out to cover six of the more important towns in the Edmonton district.

Sponsors Like It

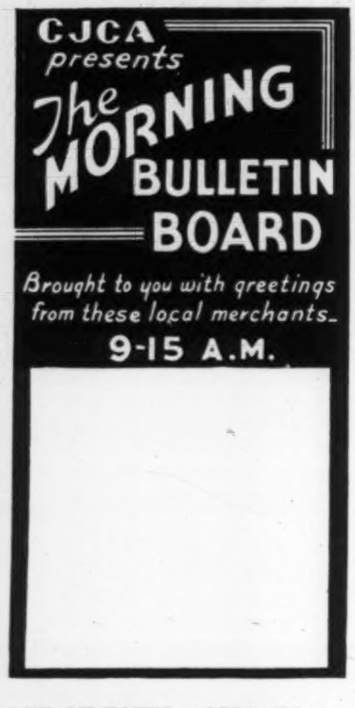
IN EACH town, six local sponsors were secured in quick succession and in each of these towns an amateur night had already been held and the merchants were receptive. Each sponsor was to receive a full commercial credit during the program, plus the mention of his name, with the others in his town, at the opening and close of each show.

Weekly ads, paid for by the station, are run in the six local papers in towns sponsoring the *Morning Bulletin Board*, and each ad consists of a cut, differing from week to week, and carrying the names of the six sponsors. Each sponsor was supplied with four attractively-designed display cards for window purposes. From time to time, CJCA issues letters to all 36 merchants, checking over their reception of the program and seeking to render them every possible service.

The sponsors were signed on a six-month's contract, and, when half the contract time had expired, fresh show cards and newspaper ads were supplied. In most of the towns one of the sponsors was the local theatre, and CJCA is preparing a series of slides to be distributed to the theatre managers to show on their screens.

Commercial continuity is varied from week to week.

Besides acting as an excellent revenue producer in areas that stations are prone to overlook, these programs also act as strong bonds of goodwill, giving towns the feeling of participating with the station in its broadcast efforts.


CJCA
presents
The MORNING BULLETIN BOARD
Brought to you with greetings from these local merchants_
9-15 A.M.

OUT OF TOWN — CJCA, Edmonton, Alb., inserts ads like these in local papers on the days that business houses in their towns are sponsoring the *Bulletin Board* series.

Cities Service, C-P-P Shift

JESSICA DRAGONETTE, for the last seven years an exclusive star on the Cities Service NBC program will do her final broadcast for the sponsor Jan. 29, having signed a new contract with Colgate-Palmolive-Peet Co., which will take over the present community sing period on CBS, Wednesdays, 9:30 - 10 p. m., some time in January. The community sing program will be discontinued and Miss Dragonette will be heard in light opera series similar to the former *Palmolive Beauty Box* programs. Lucille Manners has been signed by Cities Service to take Miss Dragonette's role, starting Feb. 5. Her contract will run for five years. In addition to her radio work, Miss Manners has recently been signed for a leading role in the new Broadway production *Rising Star* which is scheduled to open on the road Dec. 21. Warner Bros. has her under contract for a series of musical shorts.

Sealtest Switches

SEALTEST SYSTEM LABORATORIES Inc., New York (National Dairy test bureau) on Dec. 7 appointed J. Walter Thompson Co., New York, to handle the current *Saturday Night Party* broadcast on an NBC - Red network, Saturdays, 8-9 p. m. The program made its debut on Oct. 17 but has experienced talent and production trouble since its inception, Walter O'Keefe walking out early this month. Under the new agency it is unlikely that any major changes will be made in the program until Jan. 9, end of the first 13-week run, talent contracts having been signed until this date.

TEA TIME SUCCESS

Red Heart Shows Persuasive Power of the Voice

JOHN MORRELL & Co., Ottumwa, Ia., currently on NBC-Red with *Tea Time at Morrells*, through Henri, Hurst & McDonald Inc., Chicago, has received this letter from a listener:

"Friday afternoon while I was listening to *Tea Time at Morrells* I became so interested in the program that when Lewis Roman said 'Write down on your shopping list immediately three cans of Red Heart dog food either heart shaped or kibbled' I wrote it down and bought it, completely forgetting I had no dog. But it was well worth the price of the Red Heart dog food to see the happiness and pleasure on the face of that dog, which I had to go and buy, when he was eating that Red Heart dog food. He is very glad to be out of the dog pound too.

"Hoping you are the same,

Sincerely,
Mrs. H. L. MacWard,
4315 East 39th St.
Kansas City."

Number of Radio Homes In Dominion of Canada Estimated at 1,471,000

CANADA'S radio homes as of Jan. 1, 1936, numbered 1,471,800, or 61.1% of the 2,408,600 families in the Dominion, according to estimates computed by the Hugh C. McLean Publications, publisher of the *Radio Trade-Builder*. The estimate, based on census figures and developed in cooperation with the RMA, was the subject of a trade broadside issued Dec. 1 by NBC.

The 1931 census of Canadian radio showed 10,367,063 population, or 2,275,791 families, of whom 770,436 had radios, or 33.9%. The latter figures, however, were those of the radio branch of the Department of Marine and were based on licensed sets, then licensed at $1 per year (the license fee now is $2).

The 1936 estimates follow:

Province	*Population*	*Total Families*	*Radio Families*
P. E. Isle	91,800	19,300	6,100
Nova Scotia	534,600	112,300	50,900
New Bruns.	425,600	89,400	31,300
Quebec	3,069,000	586,500	280,600
Ontario	3,616,000	835,300	651,400
Manitoba	741,000	161,100	110,800
Saskatch.	979,500	226,200	114,900
Alberta	777,500	179,600	92,100
Brit. Col.	736,000	198,900	133,700

RCA Opera Dec. 26

THE Dec. 24 broadcast of the first *Metropolitan Opera* series will be heard on 32 NBC-Blue stations, including the basic and Pacific-Coast Blue groups, plus Honolulu. Hansel & Gretel, an annual Christmas program, will be the first opera broadcast. On Dec. 26, 2-3:30 p. m. (approximately), WCOL, WLW, WSOC, WFBC, WWNC, WCSC, WJDX, KGBX, KTHS, KTBS, KGIR, KGHL, and the southeast, southcentral, southwest, northwest groups will be added to the network series, which will run for 14 weeks. Effective Jan. 2, WEAN, WICC, KFBK, KWG, KERN will broadcast the opera and on March 6, WFEA will join, making 68 stations in all. Lord & Thomas, New York, is the agency.

Ford Billings Is Named To Be KEHE Director

F. Billings

FORD BILLINGS, representative of the New York headquarters of Hearst Radio Inc. on the Pacific Coast, on Dec. 7 was named managing director of the new KEHE, Los Angeles, whose new transmitter was dedicated with a three - hour broadcast on Dec. 8. His assistant will be Clarence Juneau, who is also chief engineer of the station. A. E. McDonald is commercial manager. In addition to his post as Hearst Radio representative and KEHE managing director, Mr. Billings also will head the new California Radio System, which on Dec. 29 gets under way as a regional network linking KEHE, Los Angeles; KYA, San Francisco: KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield [BROADCASTING, Dec. 1].

FOREIGN NETWORK CLAIMS CONTESTED

ANNOUNCEMENT made last month by Viola & Furman, New York foreign language station representatives, that it has formed a four-station network for New England to be devoted exclusively to foreign language broadcasts has brought denials from two of the four stations mentioned. WSPR, Springfield, Mass., and WCOP, Boston, have informed BROADCASTING they are not identified with the venture.

Quincy A. Brackett, president of WSPR, declared he wished to correct the impression, explaining that his station is a member of the Colonial Network and receives programs also from the Yankee Network and Mutual Broadcasting System. He said that few of its programs are in the foreign language category and that the station is not a member of any foreign language network. Gerard H. Slattery, manager of WCOP, denied that his station was connected in any manner with the enterprise. He said WCOP had no intention of going exclusively into the foreign language field.

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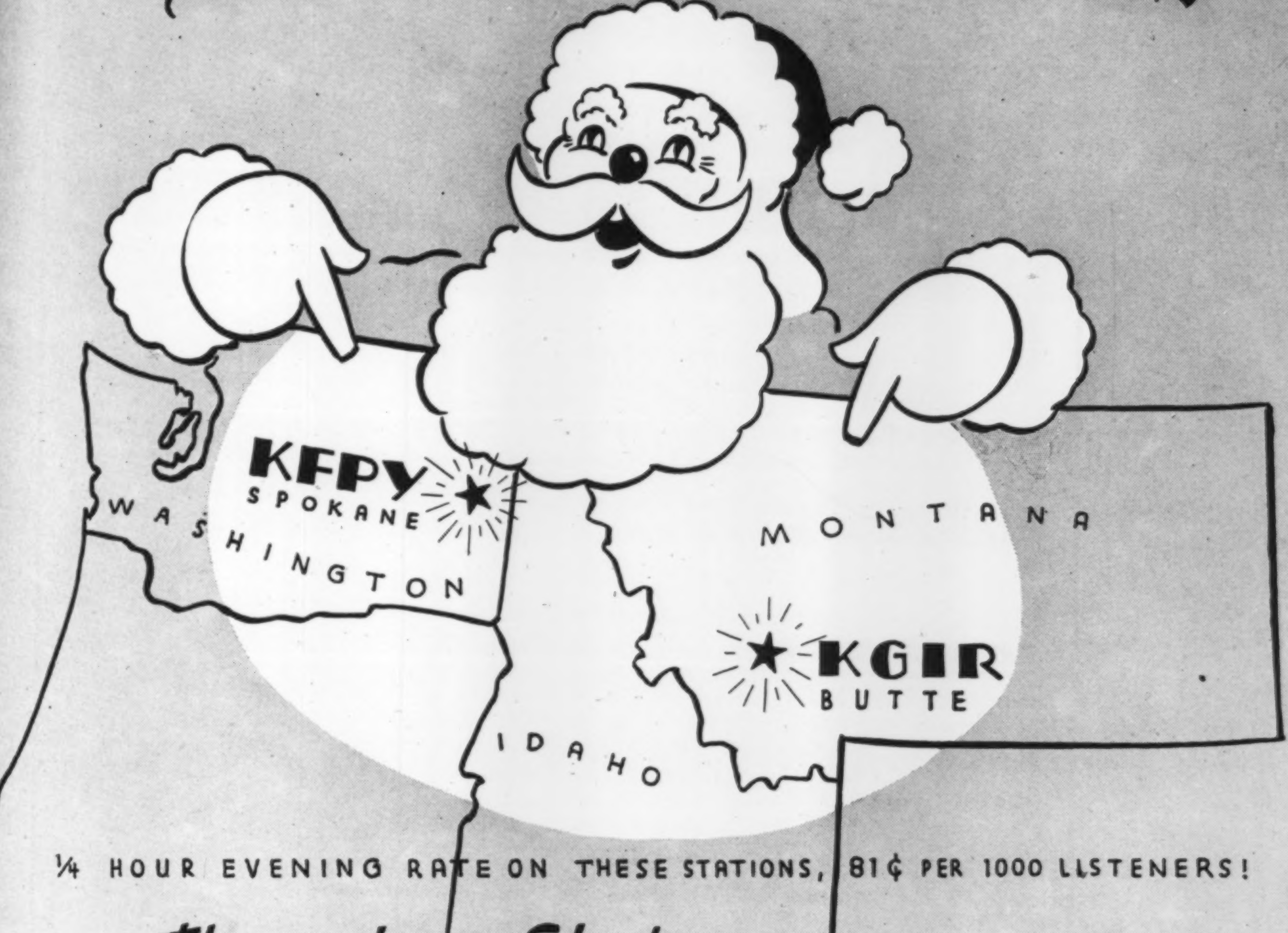
930 kc. Group

FOUR STATIONS operating on the 930 kc. regional channel have combined for the purpose of seeking a horizontal increase in power on the frequency from 1,000 to 5,000 watts. A meeting of executives of the stations was held in Washington late last month at which the decision was reached. The stations and their executives who attended the meeting are KMA, Shenandoah, Ia., represented by Bob Kaufman, commercial manager; KROW, Oakland, Cal., represented by H. P. Drey, president and general manager; WBRC, Birmingham, represented by K. G. Marshall, commercial manager, and WDBJ, Roanoke, represented by R. P. Jordan, manager. The stations also agreed to oppose the application of WELI, New Haven, seeking full time on the frequency.

Merry Christmas


KFPY
SPOKANE
WASHINGTON
MONTANA
KGIR
BUTTE
IDAHO

¼ HOUR EVENING RATE ON THESE STATIONS, 81¢ PER 1000 LISTENERS!

These two Stations are your Santa Claus – in the rich farming, lumbering and mining district of Eastern Washington, Northern Idaho and Western Montana!

FOR TIME AVAILABLE, CALL ANY OFFICE OF . . .

Joseph H. McGillvra or Walter Biddick

SEASON'S GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB WNAC	Boston Boston	MBS NBC
WICC WICC	Bridgeport New Haven	CBS CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI KECA	Los Angeles Los Angeles	NBC NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW KEX	Portland Portland	NBC NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO KJR	Seattle Seattle	NBC NBC
KHQ KGA	Spokane Spokane	NBC NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

PUT IT WHERE IT'S NEEDED MOST

One year ago there were twelve national advertisers using WOR to supplement their shows broadcast over one outlet of a national hookup in Greater New York. Today there are sixteen. You can wager an odd wavelength that these advertisers are not running to WOR because we wash our teeth three times a day, or due to a particular receptionist they would like to see. They *know* that only by using WOR can they obtain the most complete and intensive coverage of the wealthiest market on earth. A market, incidentally, that offers a people who buy approximately 22% of this nation's furniture; 27% of all apparel. A people who consume food to the sweet tune of 24% of this nation's total. Of course if you want to go right on being stubborn about the whole thing, there's really nothing we can do for you. But don't you come around here six months from now saying we didn't warn you to reach more buyers by using WOR. That *would* be a pretty kettle of fish!

WOR

CBS to End Year With 97 Outlets

Two Less Stations But Gain In Total Power Noted in 1936

A RECAPITULATION of CBS network affiliates for 1936 made by the CBS station relations department shows that the network will wind up the year with an aggregate of 97 outlets—two less than when the year began — but with some 50,000 watts additional power for the network as a whole.

The breakdown shows that CBS added WNBF, Binghamton, N. Y.; KNOW, Austin, Tex.; KGVO, Missoula, Mont.; KFBB, Great Falls, Mont.; WJNO, West Palm Beach, Fla. Stations which left the network were KWG, Stockton; KERN, Bakersfield; KGB, San Diego; KMJ, Fresno; KFBK, Sacramento; WICC, Bridgeport; KDB, Santa Barbara. Five stations were replaced during the year, as follows: KSFO, San Francisco, for KFRC; KNX, Los Angeles, for KHJ; WEEI, Boston, for WNAC; WHIO, Dayton, for WSMK; WPRO, Providence, for WEAN. While seven markets were lost to the network, it gained five new cities claiming improved facilities in each.

Of the 99 stations connected with CBS during 1936, 25 installed new transmitters, 18 have new transmitter locations, and 30 have new antennas. A score have made studio improvements. There were 25 power increases on 22 stations during the year. Not including minor studio improvements, 98 major improvements have been made which, the network claims, definitely will result in better listener reception through CBS outlets.

Total night power of CBS in 1929 was 126,000 watts, at which time it had 49 stations in 44 cities. This has increased through the years to 644,900 watts on 97 stations in 96 cities.

FTC Complaints

THE Federal Trade Commission has issued a complaint against Birconjel Corp. Inc., New York, alleging unfair methods of competition in the sale of Birconjel, a feminine hygiene product. The Commission also has issued eight complaints against auto finance companies for allegedly misrepresenting that they charged 6% interest on time-payment purchases. Companies named are Nash Motors Co., General Motors Corp. and subsidiaries, Chrysler Corp. and subsidiaries, Chrysler Sales Corp. and affiliates, Graham-Paige Motors Corp., Hudson Car Co., Ford Motor Co., Reo Motor Car Co. and Packard Motor Car Co.

FCC to Recess

UNDER present plans, the FCC Broadcast Division will hold its final meeting of the year on Dec. 15, recessing on that date until Jan. 5. The full Commission and the other divisions plan their final meeting Dec. 16 until after the new year. Following usual custom, any matters requiring immediate attention will be handled by the circularization method subject to ratification at subsequent formal meetings.

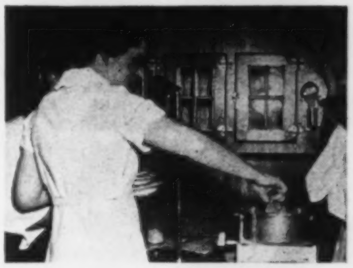
Sunday Sausage

THREE programs for three different types of audience, all broadcast during the same morning on the same station, are being sponsored by Mickelberry's Food Products Co., Chicago (sausage). Each Sunday morning on WGN, Chicago, the firm presents *Mickelberry's Sunday Morning Concert*, classical and symphonic music, from 9:30 to 10; *Mickelberry Memory Time*, old time songs and tunes, from 10:15 to 10:30; and *Mickelberry Modern Melodies*, the latest popular music, from 11 to 11:30. All programs consist of phonograph records. Agency is Neisser-Meyerhoff Inc., Chicago.

Plymouth Rock Placing

PLYMOUTH ROCK GELATINE Co., Boston, has placed a 13-week series of live one-minute announcements on WDRC, Hartford, on a thrice-weekly schedule and is using 13 weeks of participation in *Mildred Carlson's Cooking School* on WBZ - WBZA, Boston - Springfield. Agency is John W. Queen Advertising, Boston.

WITH the completion of fall broadcasting schedule Sonotone Corp., New York (hearing aid) will sign off the NBC-Red network on Dec. 29 and *Radio Guide*, Chicago, fan magazine, will terminate its series on NBC-Blue with the Jan. 1 broadcast.



ROLLING STUDIO—In this auto trailer, KMBC, Kansas City, set up its coils and tubes and broadcast from the first trailer studio during the local auto show. Beaulah Kearney, KMBC home economics expert, is cooking on the little stove during her regular *Magazine of the Air* program. The photographer caught her gingerly dropping a pork chop into the trailer's deep skillet.

Granger Signs Woollcott For Twice Weekly Series

LIGGETT & MYERS TOBACCO Co., New York (Granger Rough Cut smoking tobacco) on Jan. 7 will return *Alexander Woollcott* to the air after a year's absence, on 65 CBS stations Tuesdays and Thursdays, 7:30-7:45 p. m. Zerone, Du Pont anti-freeze, now occupying the Tuesday night period, signs off Jan. 5. Wildroot Co. has the Thursday time but terminates before Jan. 1. The Woollcott program was placed through Newell-Emmett Co. Inc., New York, and is signed for 52 weeks. Woollcott formerly broadcast for Cream of Wheat Corp., Minneapolis.

FCC Seeks Further Data on Separation Of Stations and Blanket Field Intensity

STILL PLANNING to submit preliminary recommendations to the FCC Broadcast Division by Jan. 1 with respect to further broadcast allocation policies based upon the October hearings, the FCC Engineering Department has called an informal "round-table" engineering conference for Jan. 18 to procure further information on two technical subjects. These are with respect to the ratio of desired to undesired signals for 10-kilocycle separation between stations, and on "blanket field intensity".

This session, it was declared, is not expected to impede the program outlined by Chief Engineer T. A. M. Craven whereby he hopes to have the broadcast recommendations in before the year ends and promulgated by the middle of February to become effective in March. This, as recounted exclusively in the Dec. 1 issue of BROADCASTING is the schedule outlined by the Engineering Department. The recommendations also may encompass a plan for setting up an "Economic Section" within the Engineering Department to take into account market and trade factors in the allocation of facilities.

Two Major Topics

THE CALL for the round-table engineering conference was first issued Dec. 4 on the subject of blanket intensity. Then on Dec. 8, in another letter to all persons and organizations interested in broadcast allocations, Acting Secretary John B. Reynolds added the question of 10 kc. separation, upon which the FCC mileage tables are based.

In the latter, it was brought out that at the Oct. 5 hearings, recommendations varied widely on the ratio of desired to undesired signal, and were much higher than now permissible under the present empirical standard of the Engineering Department. It was pointed out that the present standards were adopted in 1932 and were based on the characteristics of receiving sets manufactured from 1929 to 1932. "Since that time there has been a marked change in receiver characteristics and practically all receivers now manufactured for broadcast reception have superheterodyne circuits, whereas at that time the majority of receivers employed were of the tuned radio frequency type," it was stated.

Further stating that the present standard requires that the desired signal be twice the undesired, the letter said that this does not let the primary service areas of stations on adjacent channels overlap and requires a mileage separation between stations, depending upon power. "After carefully studying the recommendations made by the various engineers", continued the letter, "the Engineering Department is not satisfied that this subject has been sufficiently investigated to accept any of the various recommendations made. The recommendations by certain engineers were based on receiver characteristics with regard to selectivity and apparently little consideration was given to the fidelity characteristics of receivers."

The four-page letter recited in detail mileage separations under present allocations for various classes of stations, and brought out that these are subject to radical change with the change in desired to undesired ratio. Various analyses on this were cited in connection with receiver characteristics, destined to play a more important part than ever in allocations. It concluded with the following summation, declaring it desired to ask these questions at the conference on 10 kc. separations:

1. The allocation of broadcast stations should provide for what maximum audio frequencies to be transmitted?
2. The allocation should provide for what maximum audio frequency reception in the primary service area? In the secondary service area? (Consider usual and variable selectivity receivers.)
3. What selectivity characteristics can be obtained from a receiver that will reproduce audio frequencies flat within 4 decibels, to 7.5 kilocycles? To 5 kilocycles?
4. Should the characteristics of the average receiver sold today, which is substantially limited in response above 3 to 4 kilocycles, be taken as a basis for a change in the present standard of desired to undesired signal?
5. Is not an allocation which provides for transmission of frequencies to 7.5 kilocycles, for reception of frequencies to 7.5 kilocycles in the primary service area, and for reception in the secondary service area to 4 or 5 kilocycles (or less as controlled by the selectivity control or the tone control of the receiver) a fair allocation?
6. Would not a substantial increase in the permissible undesired signal materially impair this allocation?
7. Is there any need to reduce materially the mileage separation between stations on adjacent channels so that the above conditions of transmission and reception can no longer be maintained?
8. If the industry decides that the characteristics of the various selective receivers now being manufactured should be taken as a basis of allocation for 10-kilocycles frequency separation, then does the industry accept the responsibility for all broadcast stations so allocated to be limited in transmission and reception to an audio response not exceeding 5 kilocycles?

Queries on Field Intensity

TO ENABLE it to arrive at a new definition of "blanket field intensity" the FCC on Dec. 4 sent out to all persons and organizations interested in broadcast allocations a letter asking for additional information in connection with this subject, to be presented at an informal engineering conference.

Pointing out that the Oct. 5 hearings on broadcast allocations much testimony was adduced on the subject of blanketing, the letter stated that there still was no unanimity of view on it. It explained that the intensity now used as the limit of the blanket area of a broadcast station is 125 to 175 millivolts per meter. Certain engineers, however, recommended a field intensity of one volt as the limit, in view of improvements in broadcast receivers during the last few years. The Commission added that its engineering department was not satisfied that sufficient evidence was presented in support of the one volt recommendation and that there was not sufficient evidence to determine just what value of field intensity should be employed. As a consequence, it added, additional opinions are desired from all groups in the industry or in technical radio precincts.

Rintoul Quits WBS Post To Enter Special Field

S. R. Rintoul

RESIGNATION of Stephen R. Rintoul, station relations manager of World Broadcasting System, was announced Dec. 10. He leaves the transcription company on Jan. 1, at which time he will announce his plans to enter an entirely "new phase of broadcasting development."

A pioneer in spot radio, Mr. Rintoul joined WBS six years ago, shortly after its formation. In 1933 he took over the station relations department. Mr. Rintoul had much to do with the development and sale of the WBS transcription library, the first in the field, which now has upwards of 150 subscribers. A native of New York, where he was born in 1904, Mr. Rintoul was in the wholesale woolen field before entering radio.

Percy L. Deutsch, WBS president, has made no announcement as to who will succeed Mr. Rintoul.

WHO 10% Bonus

A BONUS of 10% of annual salaries will be paid to the 75 regular employes of WHO, Des Moines, on Dec. 23, according to an announcement by Col. B. J. Palmer, president of the Central Broadcasting Co. Officers, directors, and talent will not receive the bonus.

Contented Hens

WHAT the contented hen thinks about while at work in one of the new continuous daylight, ultra-modern poultry plants will be featured on a new series of commercial broadcasts by remote control directly from the Rupf Hatcheries of Ottawa, Kan., over WIBW, Topeka. The series, conceived by the agile minded sales representative of the Topeka station, which will install the remote control outfit at Ottawa, 54 miles from the transmitter, will be the first such long-distance setup in the field of hatchery advertising.

AIR FEATURES INC. GETS B-S-H SHOWS

AIR FEATURES Inc., New York, radio production firm, has been formed with James E. Sauter as president and treasurer. For its first client the firm has taken over the production of radio programs of Blackett-Sample-Hummert Inc., New York. The programs are: B. T. Babbitt (cleanser), David Harum; Sterling Product (Dr. Lyon's tooth powder), Fannie Brice and Ethel Barrymore (Bayer Aspirin); all four American Home Products' programs, Easy Aces (Anacin), Mrs. Wiggs of the Cabbage Patch (Old English Floor Wax and Hill's Nose Drops), John's Other Wife (Louis Phillipe lipstick), Just Plain Bill (Anacin & Bisodol), all NBC programs; Affiliated Products' Rich Man's Darling (Jocur, Kissproof, Outdoor Girl); Bisodol's Broadway Varieties on CBS. It is understood that Air Features will also produce transcription campaigns for the agency.

For the present, Mr. Sauter declares, the firm will not expand beyond New York with the exception of a possible talent contact office in Hollywood. It was also stated that Blackett-Sample-Hummert has no financial interest in the firm and no officers of the agency hold positions with the new concern. In addition to handling the B-S-H programs, Air Features will continue to supervise and produce the Philadelphia orchestra program on CBS, sponsored by a group of banks through Wessel Co., Chicago. Mr. Sauter has been connected with this program since last summer when it was first conceived.

Under the new setup B-S-H is planning to consolidate its New York radio activities under one head. Hyman Brown and WBS, who have been producing a number of the agency's programs, and Robert Goldstein, of Super Radio Artists Inc., are no longer responsible for B-S-H broadcasts. Mr. Brown has been with the agency for four years as a free-lancer.

Frank Hummert and Mrs. Ann Hummert will continue to conceive, produce and direct all programs produced by the agency under the new plan. Mr. Sauter is maintaining his own office at 630 Fifth Ave. and another at B-S-H's office, 247 Park Ave.

Legislative Suggestions Offered in Radio Report Of Educational Official

S. HOWARD EVANS, secretary of the National Committee on Education by Radio, on Dec. 3 made public his report on broadcasting prepared nearly two years ago and submitted to Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee. Mr. Evans pointed out the document was made public as the result of an official request made during the reallocation hearings of the FCC last October.

The report, covering 40 double-spaced typewritten pages, dealt with technical problems, technical possibilities and problems of policy, including such matters as censorship, advertising, standards, licensing of networks, relation of radio to the press, and alleged "trafficking" in licenses.

Among the recommendations made by Mr. Evans, formerly identified with the *Ventura* (Cal.) *Free Press*, an anti-commercial radio organization, were that no legislation interfering with or limiting the discretion of the FCC be enacted; that legislation compelling a complete reallocation of broadcasting facilities be introduced; that in the near future specific laws be passed "to prohibit newspapers from owning broadcasting stations and vice versa"; that broadcasting chains be licensed; that all radio licensees owning radio patents be compelled to put them in a patent pool.

MERRY CHRISTMAS AND HAPPY NEW YEAR
KWK

MR. ROBERT T. CONVEY, President, and the entire staff of KWK, extends to all their friends and clients best wishes for a very Merry Christmas and a Prosperous New Year. May we suggest that the best insurance for a Prosperous New Year would be an advertising campaign with KWK?

THOMAS PATRICK INCORPORATED
HOTEL CHASE, SAINT LOUIS

REPRESENTATIVE PAUL H. RAYMER COMPANY
NEW YORK CHICAGO SAN FRANCISCO

WWJ

FIRST IN LISTENER INTEREST IN DETROIT

First station in America to broadcast regular daily programs, WWJ won a place for itself in the hearts of listeners of the Detroit community, never supplanted by later broadcasting stations. ¶ Recent surveys show WWJ *first* in General Station Popularity, overwhelmingly first in sport broadcast popularity, and first in news commentator popularity. ¶ You must have WWJ to sell America's fourth market—the key market in industrial recovery.

New York
HARRY BETTERIDGE
247 West 43rd Street

Ultra High Frequency
Station W8XWJ 31600 KC

Chicago
GEO. P. HOLLINGBERRY CO.
307 North Michigan

Original Midwest
Member N. B. C. Basic Red Network

AMOS 'N' ANDY
Minstrels, Tested Twice, May Be Regular Feature

OF ALL radio actors, none have adhered more strictly to the no-audience rule than Pepsodent's star salesmen, Amos 'n' Andy. With the exception of a few officials of their sponsor and its advertising agency, no one has ever seen the boys work, as they say that their broadcasts, in which each of the pair takes several parts, are designed to be heard and not seen. Therefore, their decision to turn their Friday night broadcasts into a minstrel show, with themselves as end men, Bill Hay as interlocutor, and with an orchestra, chorus, quartette, and a guest star each week, and their further decision to present these broadcasts before a studio audience, was a double innovation.

Two minstrel shows were broadcast, on Dec. 4 and 11. During the holidays the team will go on as before, but if listeners indicate that they liked the special Friday broadcasts they will be resumed after the first of the year. If the enthusiastic audience at the first minstrel broadcast, many of whom learned for the first time that Freeman Gosden (Amos) also is the voice of Lightnin' and the Kingfish, is any criterion, this innovation will soon become a regular part of the *Amos 'n' Andy* series.

THE dealer trade journal *Radio Today* estimates that there are now 32,000,000 radios in use in the United States in 24,500,000 of the country's 31,000,000 homes.

VEAZEY DRUG CO.
A HOME INSTITUTION
WKY STUDIOS
ALL ITEMS IN THIS WINDOW ARE ADVERTISED OVER WKY
ALL ITEMS IN THIS WINDOW ARE SOLD AT ALL VEAZEY STORES
VEAZEY DRUG COMPANY

RETAIL TIEUP—WKY, Oklahoma City, and a drug store cooperated in this window display of radio-advertised products. Another exhibit, in an IGA grocery store, was tied into printed promotion and a contest, with groceries being given to persons who named artists, products and program times, with a 25-word letter as tiebreaker.

Coca Cola Enlarges

COCA COLA Co., Atlanta (soft drink) is having WBS prepare 13 quarter-hour programs featuring *Singing Sam*, to be heard on six stations. This series is in addition to the discs made by NBC. D'Arcy Adv. Co., St. Louis, has the account.

WOR's Chicago Office

WOR, NEWARK, plans to open its own Chicago office for midwestern representation early next year. The existing representation with William G. Rambeau Co., it is reported, will be terminated simultaneously. No formal announcement has yet been made by WOR.

Joint Technical Group To Discuss Audit Report

A SERIES of meetings is being held by the technical subcommittee of the Joint Committee on Radio Research in New York for consideration of the report of Paul F. Peter, secretary, analyzing audience survey methods now in use. The committee, of which L. D. H. Weld, of McCann-Erickson Inc. is chairman, held its last meeting Dec. 8, the third in a period of two weeks. When the subcommittee concludes its work a meeting of the Joint Committee, representing equally the Association of National Advertisers, American Association of Advertising Agencies and the NAB, will meet to formulate plans.

The survey made by Mr. Peter constitutes the second phase of the Joint Committee work. The objective is to develop a definite plan for the creation of a cooperative bureau to authenticate station coverage data and listening habits. Mr. Peter was retained for a temporary period and the question of his reappointment will come before the Joint Committee, of which John Benson, president of the AAAA, is chairman, at its next meeting. Both the NAB Committee and the Joint Committee are expected to meet during the week of Dec. 14.

NELSON BROTHERS STORAGE & FURNITURE Co., Chicago, sponsors of the *Man on the Street* programs on WBBM, Chicago, each Tuesday, Thursday and Saturday, 1-1:15 p. m., is adding *Pat Flanagan's Notebook*, interesting stories from the news of today and the past, thrice weekly. Agency is Selviair Broadcasting System Inc., Chicago.

KSD *Daytime Coverage*

A Powerful Sales Stimulant Among Women in the Billionarea---the Greater St. Louis Market

Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST LOUIS, MO.
FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

SEATTLE **KVI** TACOMA

CBS Affiliate

Announcing New Rates!

(Effective February 1, 1937)

KVI is now greater! 5000 watts day power! All new equipment! New salt water location! INTENSE COVERAGE of TWO metropolitan markets—Seattle and Tacoma—plus all the rich Puget Sound area as a bonus!

One Year Protection

Contracts signed before February 1, 1937 get one year protection at the old low rate

●

Ask FREE & PETERS, INC., National Representatives, for complete details

No Needle in a Haystack!

ADVERTISERS using radio in Nebraska do not puzzle over choice of station. They have found that one or a combination of the three stations of the Central States Broadcasting System meets every radio advertising requirement for this area. Check KFAB, KOIL and KFOR now against your particular radio advertising needs in Nebraska and your decision will be CSBS too.

KFOR—Lincoln—Radio's biggest little station, is "the voice of the Capital City of Nebraska". KFOR has a special significance to national advertisers as the ideal test station or proving ground to determine audience response, time preference, production, and efficiency.

KFAB—Omaha and Lincoln—Nebraska's most powerful radio station, is the only high powered, cleared channel station in Nebraska and has twice the power of any other radio outlet in the state. The only Nebraska radio station that effectively serves the rich rural markets of the state, KFAB also has a large audience in Kansas, Iowa, Minnesota, Missouri and South Dakota, and is the only basic Columbia station in the state.

KOIL—Omaha and Council Bluffs—Is called "The Production Station of the Middlewest", because it is first in two kinds of production: programs and sales. Affiliated with the NBC-Blue network and the Mutual Broadcasting System, KOIL is the dominant station in the large Omaha-Council Bluffs metropolitan area. KOIL maintains the largest local program and production department in Nebraska, and is first in the Omaha radio field in sales and results.

CSBS STATIONS SERVE EFFECTIVELY BOTH METROPOLITAN AND RURAL MARKETS, INCLUDING A CUMULATIVE POTENTIAL AUDIENCE OF 5,000,000 LISTENERS.

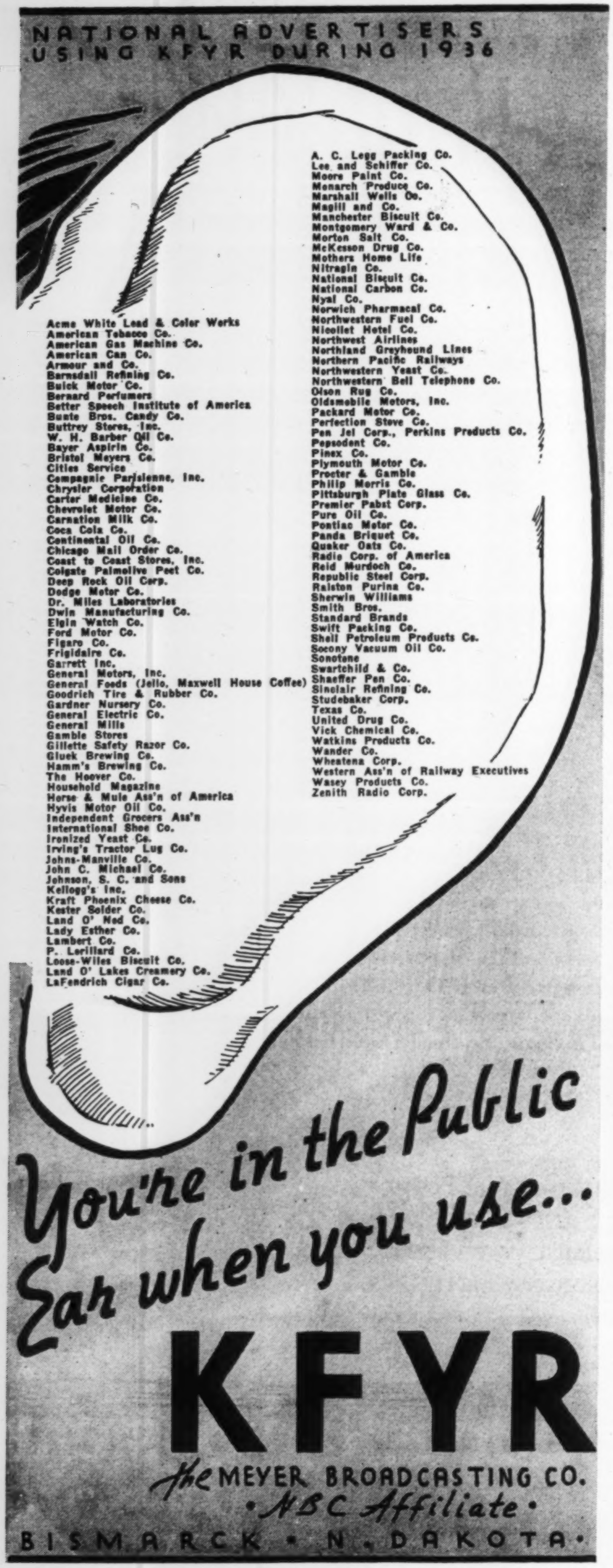
National Representatives:
KFAB — Free, Johns and Field, Inc.
KOIL — Free and Peters, Inc.

Central States Broadcasting System

KFAB
OMAHA---LINCOLN

KOIL
OMAHA---COUNCIL BLUFFS

KFOR
LINCOLN



NATIONAL ADVERTISERS USING KFYR DURING 1936

Acme White Lead & Color Works
American Tobacco Co.
American Gas Machine Co.
American Can Co.
Armour and Co.
Barnsdall Refining Co.
Buick Motor Co.
Bernard Perfumers
Better Speech Institute of America
Bunte Bros. Candy Co.
Buttrey Stores, Inc.
W. H. Barber Oil Co.
Bayer Aspirin Co.
Bristol Meyers Co.
Cities Service
Compagnie Parisienne, Inc.
Chrysler Corporation
Carter Medicine Co.
Chevrolet Motor Co.
Carnation Milk Co.
Coca Cola Co.
Continental Oil Co.
Chicago Mail Order Co.
Coast to Coast Stores, Inc.
Colgate Palmolive Peet Co.
Deep Rock Oil Corp.
Dodge Motor Co.
Dr. Miles Laboratories
Dwin Manufacturing Co.
Elgin Watch Co.
Ford Motor Co.
Figaro Co.
Frigidaire Co.
Garrett Inc.
General Motors, Inc.
General Foods (Jello, Maxwell House Coffee)
Goodrich Tire & Rubber Co.
Gardner Nursery Co.
General Electric Co.
General Mills
Gamble Stores
Gillette Safety Razor Co.
Gluek Brewing Co.
Hamm's Brewing Co.
The Hoover Co.
Household Magazine
Horse & Mule Ass'n of America
Hyvis Motor Oil Co.
Independent Grocers Ass'n
International Shoe Co.
Ironized Yeast Co.
Irving's Tractor Lug Co.
Johns-Manville Co.
John C. Michael Co.
Johnson, S. C. and Sons
Kellogg's Inc.
Kraft Phoenix Cheese Co.
Kester Solder Co.
Land O' Ned Co.
Lady Esther Co.
Lambert Co.
P. Lorillard Co.
Loose-Wiles Biscuit Co.
Land O' Lakes Creamery Co.
LaFendrich Cigar Co.
A. C. Legg Packing Co.
Lee and Schiffer Co.
Moore Paint Co.
Monarch Produce Co.
Marshall Wells Co.
Magill and Co.
Manchester Biscuit Co.
Montgomery Ward & Co.
Morton Salt Co.
McKesson Drug Co.
Mothers Home Life
Nitragin Co.
National Biscuit Co.
National Carbon Co.
Nyal Co.
Norwich Pharmacal Co.
Northwestern Fuel Co.
Nicollet Hotel Co.
Northwest Airlines
Northland Greyhound Lines
Northern Pacific Railways
Northwestern Yeast Co.
Northwestern Bell Telephone Co.
Olson Rug Co.
Oldsmobile Motors, Inc.
Packard Motor Co.
Perfection Stove Co.
Pen Jel Corp., Perkins Products Co.
Pepsodent Co.
Pinex Co.
Plymouth Motor Co.
Procter & Gamble
Philip Morris Co.
Pittsburgh Plate Glass Co.
Premier Pabst Corp.
Pure Oil Co.
Pontiac Motor Co.
Panda Briquet Co.
Quaker Oats Co.
Radio Corp. of America
Reid Murdoch Co.
Republic Steel Corp.
Ralston Purina Co.
Sherwin Williams
Smith Bros.
Standard Brands
Swift Packing Co.
Shell Petroleum Products Co.
Socony Vacuum Oil Co.
Sonotone
Swartchild & Co.
Shaeffer Pen Co.
Sinclair Refining Co.
Studebaker Corp.
Texas Co.
United Drug Co.
Vick Chemical Co.
Watkins Products Co.
Wander Co.
Wheatena Corp.
Western Ass'n of Railway Executives
Wasey Products Co.
Zenith Radio Corp.

You're in the Public Ear when you use...

KFYR

The MEYER BROADCASTING CO.
•NBC Affiliate•
BISMARCK • N. DAKOTA•

Roberson Leaves FCC

BECAUSE of a desire to return to private law practice, Judge Frank Roberson, assistant general counsel in charge of telephone regulation, on Dec. 2 tendered his resignation to the FCC which accepted it to become effective Dec. 31. Judge Roberson will join the law firm of former Senator Stephens of Mississippi and Paul D. P. Spearman, first general counsel of the FCC. He has served with the FCC since 1934. In his previous legal career Judge Roberson was a former attorney general of Mississippi, former assistant general counsel of the National Board of Fire Underwriters and in private law practice in New York. Selection of a successor has not yet been considered by the FCC.

FCC Staff Shifts

ANDREW G. HALEY, FCC attorney for the last year assigned to Telegraph Division legal work, has been reassigned to the Broadcast Division under Assistant General Counsel George B. Porter, and will be detailed to hearing work. Simultaneously, Miss Annie Perry Neal, who has been attached to complaint and investigation work in the Broadcast Division, was transferred to the Telegraph Division under Assistant General Counsel Carl F. Arnold. Mr. Haley will assist Tyler Berry, attorney to whom the bulk of the hearing work is assigned.

CANDID CRITIC
WMCA Theatrical Review To Tell Everything

CANDID theatrical reviewing by Martin Starr, critic of WMCA, New York, is said to have brought threats from certain producers to bar him from attendance at their openings. To meet the situation, Donald Flamm, WMCA president, inserted this ad in the *New York Times:*

"Memo to Martin Starr, WMCA theatre critic, from Donald Flamm, president, WMCA—In your Midnight theatre reviews over the WMCA Inter-City Broadcasting System, I want you to say what you think . . . don't 'pull your punches'. Give listeners your honest opinion, even if you differ with other critics. . . . If you think a show is good, say so. . . . If not tell the public why, in your opinion the play failed. But above all—Give an honest verdict!"

Libby Foreign Test

LIBBY, McNEILL & LIBBY, Chicago (evaporated milk), is running a three-week test campaign of foreign language announcements in Chicago, using three Bohemian announcements a week on WEDC, five Polish announcements weekly on WGES, and one Polish announcement a week on WIND, placed through Roesler & Howard, Inc., Chicago, foreign language station representatives, by J. Walter Thompson Co., Chicago.

EDITED for EARS

• UNITED PRESS newswriter Herbert Lee words his copy to fit middlewestern ears. As a result, WOW news editor Foster May has gained the loyal attention of more midwestern listeners than any other radio personality in this area. Inevitably, your sales message can reach all those ears through only one station—WOW.

John Gillin, Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit
San Francisco

590 KC 5000 Watts
WOW
Omaha, Nebraska
"Covers the Nation's Breadbasket!"

★ ON THE N.B.C. RED NETWORK ★

To National Advertisers and Their Agencies:

WE are essentially a religious advertising agency, specializing in religious broadcasting. We are qualified to act as your representatives and properly conduct you to the threshold of the religious peoples of this nation. Under our auspices they will at least give you an audience. They will not turn you away unheard.

They know us. They have confidence in us. They know we will not betray their confidence. They appreciate the fact that we have made a thorough study of their beliefs and their ideals, thereby gaining the same perspective.

We are under contract with one of the largest, if not the most powerful religious educational organization in the world today—THE BIBLE FOUNDATION, maintaining its national headquarters in Washington. We prepare and present *all* of their religious programs and advertising.

Advertisers and agencies have erred in the past by believing they could use religious subjects for their commercial programs, and thereby obtain the Good Will of the religious peoples.

There IS a method by which your messages will appeal to the religious people—it is through the PROPER presentation and preparation. They demand that all broadcasts, using religious subjects, should be carefully censured, and no attempt made to distort religious facts that the young listeners might be misled.

Toward that end they have appointed a national broadcasting council composed of ecclesiastics and educators from all parts of the country, and representing all religious denominations that it may be strictly non-sectarian in character. This committee passes on all programs, their phraseologies and the effect thereof. WE ARE THE REPRESENTATIVES OF THAT COMMITTEE.

If you contemplate the use of religious programs permit us to work with you.

Religious Broadcasting System, Inc.

JAMES T. LAMBIE, PRESIDENT

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Chicago, Ill.
Phone: HARrison 0207

Executive Offices:
NATIONAL PRESS BUILDING
Washington, D. C.
Phone: DIstrict 6252

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KFBI • KFBK • KFDM • KFEL • KFH • KFI • KFJB • KFJI
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WBIG • WBNS • WBNY • WBOW • WBT • WBZ • WCAE
WCAO • WCAU•WCAX•WCBA•WCBD•WCCO•WCFL
WCHS • WCKY•WCLS•WCOA•WCOP•WCPO•WCRW
WCSC • WCSH • WDAE • WDAF • WDAY•WDBJ•WDBO
WDGY•WDNC•WDOD • WDRC • WDSU•WEAF•WEAN
WEBC • WEBQ • WEEI • WEEU • WELI • WEMP • WENR
WEOA • WFAA • WFAM • WFBL • WFBM • WFBR•WFIL
WFLA • WFMD • WGAR • WGBF • WGBI • WGH • WGL
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WHBF • WHBL•WHBQ•WHBU • WHBY • WHDF • WHDL
WHEC • WHEF • WHIO • WHIS • WHJB • WHK • WHKC
WHN • WHO • WIBA • WIBW • WICC • WIND • WINS
WIOD • WIP • WIRE • WIS • WISN • WJAG • WJAR
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WLAK • WLAP • WLBC • WLBF • WLBW•WLEU • WLLH
WLS • WLW • WMAL • WMAQ•WMAS•WMAZ•WMBG
WMBH • WMBR • WMC • WMCA • WMFF • WMFG • WMFJ
WMFN • WMFO • WMMN • WMT • WNAC • WNAX • WNBX
WNOX • WOAI • WOC • WOKO•WOMT•WOOD•WOPI
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WSJS • WSM • WSMB • WSPD • WSUN • WSVA • WSYR
WSYU • WTAD • WTAG•WTAL•WTAM•WTAQ•WTAR
WTAX • WTBO • WTCN • WTFI • WTIC • WTJS • WTMJ
WTMV • WTNJ • WTOC • WTRC • WWJ • WWL • WWNC
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36 RADIO STATIONS . . . . .

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recent reveals that 60% of ALL radio stations in erica (all over 1,000 watts) are now equipped with 1/3 r.p. TICAL reproducers—344 out of 567 American ions (outstanding foreign stations)—an increase of since 35.

ere is whelming endorsement from the world's most erience casters. There can be only one reason for tremen increase in VERTICAL reproducing equipment nd that n is—to broadcast VERTICAL-CUT transcrip- s prod World Broadcasting System. Here is complete gnition value of WIDE RANGE VERTICAL recording. IDE R VERTICAL recording means "from artist to ner w paired quality." Thus doubly fortunate are the 165 stations subscribing to World Program Service. Up-to-the-Minute entertainment from Transcription Headquarters gives these broadcasters a wealth and variety of vertically-recorded music. It is their best assurance of enthusiastic and steadfast listener interest—added local advertising income.

What "Vertical" means to Advertising Executives

Leading national advertisers, too, recognize in World Broadcasting System an unbroken chain of carefully constructed links, carrying their sales messages into the markets of their unrestricted choice. Here's a precise way for you to put your advertising, and your entertainment, on your list of stations, quickly, effectively, without waste or worry. Get the entire story of the WBS method of Selective Broadcasting.

WORLD BROADCASTING SYSTEM

LANTA • CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

Television for Rural Areas Indicated by Recent Research

Studies of Wave Characteristics Give Clues to Future Service; Ultra-Highs to Be Probed

TELEVISION allocations of the future may include a sort of "clear-channel" class along with shared-channel operation to attain the admitted objective of general coverage on a competitive basis.

This possibility is seen as a result of analyses of technical testimony at the ultra-high frequency hearings last June, together with data compiled by experimenters and the FCC Engineering Department. It also appears now that facilities not only in the lower portion of the ultra-high range but also those beyond 120,000 kc. will be essential to provide any substantial number of stations.

At the June 15 hearings representatives of industrial groups identified with experimentation sought allocations of channels in the range from 42,000 to 96,000 kc., and in addition asked that channels above 120,000 kc. be earmarked for future television development. More and more practical information is being procured relating to propogation characteristics of these channels, which in large measure will govern definite assignments.

Future Research

THIS additional information, particularly with respect to channels from 42 to 60 megacycles, it is indicated, reveals that the ultra-high waves are not severely limited in coverage, but sporadically have an interfering signal capable of traveling across the country. As more experience in this operation is recorded and analyzed, engineers will be in even a better situation to determine how those channels can best be allocated.

At this time it seems certain that channels above 120,000 kc. will have to be developed to provide competition in visual broadcasting. Engineers are counting upon bands in the 42 to 96 mc. range, where most of the experimentation has gone forward, since equipment already has been developed whereas in the band above 120 mc. tubes have not yet been devised.

Thought of a possible allocation of clear channel and shared channel operation for television grows out of the engineering knowledge that channels in the lower band actually travel appreciable distances. It has been found, for example, that a station operating on 41 mc. in Boston has caused blanketing interference with the signals of a station operating on Mt. Wilson in California.

If it is found that distant reception on these channels is possible, allocations for television may crystallize somewhat along the lines of broadcast allocations. In other words, it might be possible to have "clear channel" stations of substantial power transmitting visually and giving a good urban service together with a reasonably satisfactory rural service. Originally it was thought that the ultra-short waves were restricted to "line-of-sight" transmission and that only limited coverage in an area of perhaps 10 or 15 miles could be procured.

On the theory that a television station, to broadcast with good definition, would need a band of at least 6,000 kc. (6 megacycles) it would mean that only seven channels would be available for that character of transmission in the range between 42 and 96 mc. A portion of this band between 60 and 62 mc. under international treaty is assigned for amateur use. With only seven channels, there could not possibly be sufficient competition in television in individual cities, it is felt, and as a consequence there would have to be developed the frequencies beyond 120 mc. in order to procure sufficient facilities for licensing of more than one station in a city.

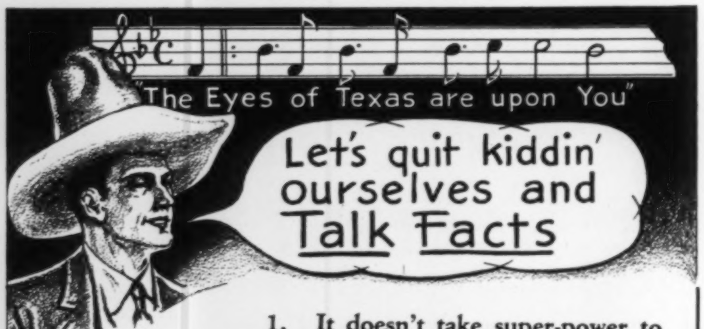
For Every Community

IT IS LOGICAL, therefore, that engineers should focus attention upon an allocation which would include stations of a character which would provide rural service, along with shared-channel stations, possibly using directional antennas, designed for coverage restricted to urban areas. The theory is that television service ultimately should be made available in every community able to support it.

The Engineering Department of the FCC has not yet made recommendations with respect to allocations but will do so after completion of conferences with the Government interdepartmental committee on the subject of ultra-high frequency allocations. While it has been variously estimated that television in the 42-96 mc. range is possibly two years away, engineers are of the opinion that it will take considerable time to develop the range above 120 mc. to the point where dependable tubes can be produced. It may be five years, on that basis, before television on a competitive basis will arrive.

Government departments now utilizing channels in the 42-96 mc. range have opposed entry of television experimenters into the entire band. They proposed during the June hearings that television be confined to the virtually unexplored portion above 120 mc. The opposition from private groups, obviously, was that since no vacuum tubes had been devised for operation in the higher range, introduction of the visual art might be retarded several years through such a restriction.

Government groups, through the Interdepartment Radio Advisory Committee, have been conferring with the FCC engineering department in connection with the future assignments. It is expected that some definite conclusions will be reached after the first of the year, and it was emphasized in official quarters that all interested groups are endeavoring to find a solution to the problem.


"The Eyes of Texas are upon You"
Let's quit kiddin' ourselves and Talk Facts

1. It doesn't take super-power to sell a local market.
2. LOCAL MERCHANTS *know That.*
3. Local merchants sell *nationally advertised* products.
4. 65% of ALL local Radio advertising in Fort Worth is placed on KTAT.
5. To sell Fort Worth, you must use a Fort Worth Station.

1000 WATTS **K-T-A-T** 1240 KC
TARRANT BROADCASTING CO.
FORT WORTH TEXAS
Raymond E. Buck Pres. Sam H. Bennet Mgr.
Representatives, FREE, JOHNS & FIELD
NEW YORK, CHICAGO, SAN FRANCISCO

Television Aflame

LONDON'S famed Crystal Palace, relic of the Victorian era and sometimes called England's Madison Square Garden, burned to the ground Nov. 30—and with it went the television laboratories of Baird Television Ltd. with hundreds of thousands of dollars worth of equipment. Fortunately for the Baird company, however, much of its transmission and pickup equipment had been moved to Alexandra Palace, where it is now being used to transmit daily programs alternately with the E.M.I.-Marconi system under the auspices of the British Broadcasting Corp.

FCC Orders Rehearing On Three Applications For Watertown Station

A REHEARING on three applications for a new station in Watertown, N. Y., was ordered by the FCC Dec. 2 in an unprecedented action taken on its own motion and after it had already granted one of them authority to erect a station. The applicants are Black River Valley Broadcasts Inc., recently granted a CP for 100 watts night and 250 watts day on 1420 kc. (WNNY); Watertown Broadcasting Corp., which had received a favorable examiner's report which was denied by the FCC for 100 watts daytime on 1270 kc.; Brockway Co., publisher of the *Watertown Times*, seeking authority to acquire and move WCAD, Canton, into Watertown.

The new WNNY, whose construction is in effect stayed, is headed by Henry A. Wise, Watertown attorney, but its ownership interlocks with that of WFBL, Syracuse. The Watertown Broadcasting Co. is headed by G. Harry Richter, local merchant. The Brockway Co., which has made a five-year lease arrangement with St. Lawrence University, present licensee of WCAD, is headed by Harold Johnson, who is a trustee of the university. The FCC has not acted on the latter application, which if approved would give the newspaper a 500-watt part-time station on 1220 kc. in Watertown.

By the FCC action all three applications go back to hearing before an examiner, the previous examiner's reports being discarded. Watertown, a community of 30,000, at present has no station.

DeForest in Bankruptcy

DR. LEE De FOREST, noted inventor of the vacuum tube, who in recent years has operated the De Forest Laboratories in Los Angeles, on Dec. 3 filed a voluntary petition in bankruptcy in Federal district court in Los Angeles, claiming liabilities of $103,943 and no assets except for exemptions of $390 for household goods, tools and personal effects. The largest single claim was a note of $52,500 to the Cooperative Building & Loan Co., New York, and another creditor was Powel Crosley Jr., for $1,000. Judge Heney in Superior Court on Dec. 1 had upheld an attachment of $157 in a Hollywood bank in connection with a $10,000 judgment against Dr. DeForest in favor of a New York real estate firm, after the inventor's wife had contended it was her own property.

IN REPLY to a question recently raised in the House of Commons, the Postmaster General reported that the British Broadcasting Corp. up to the end of October had invested approximately $550,000 in the television plant it is now operating in London.

"TAKE YOUR STATIONS!"

Sales are ahead for spot and local advertisers who take these stations in the ten important markets below

NBC has manned these stations with all-star NBC programs, proved audience builders all! They have won loyal, able-to-buy listeners in the most profitable markets in the country: because they are backed by the vast experience of the world's largest broadcasting organization—which is also the world's largest national advertising medium.

These are the Stations

Market	Station	Power
NEW YORK	**WEAF**	50,000 watts
	WJZ	50,000 watts
THE GREAT NORTHEAST	**WGY**	50,000 watts
NEW ENGLAND	**WBZ-WBZA**	51,000 watts
NORTHERN OHIO	**WTAM**	50,000 watts
DISTRICT OF COLUMBIA	**WRC**	1000-500 watts
	WMAL	500-250 watts
PITTSBURGH AND THE TRI-STATE MARKET	**KDKA**	50,000 watts
CHICAGO	**WMAQ**	50,000 watts
	WENR	50,000 watts
DENVER AND THE ROCKY MT. REGION	**KOA**	50,000 watts
SAN FRANCISCO	**KGO**	7,500 watts
	KPO	50,000 watts
PHILADELPHIA	**KYW**	10,000 watts

Completely Programmed by NBC

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For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.

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Fools' Paradise

THINGS have been quiet—altogether too quiet—on the copyright front. Ordinarily such a condition would not be disturbing, but we have watched copyright too long to regard this as a good sign.

The copyright owners, principally ASCAP, are still possessed of the same arbitrary powers over broadcasters and other users of music. They are the dictators in the field of American music performance, with all of the arbitrary powers that dictatorship connotes.

There has been no change in the Federal law which permits ASCAP to wield its bludgeon with such abandon. The Department of Justice anti-trust suit against ASCAP, alleging monopoly, is dormant but not dead. Nobody seems to be worried, except possibly ASCAP itself, and it isn't letting any grass grow under its feet.

Why so pessimistic? We recall that in 1931 broadcasters attending the Detroit NAB convention spit fire and brimstone over ASCAP's demand that they pay 3, 4 and 5% of their gross receipts for the succeeding three years for the right to use music. This was to be the substitute for the arbitrary flat fee basis of the preceding years. They swallowed it, because they couldn't do otherwise.

But after all that rumpus, they went home and promptly forgot about the corrective measures. Then came 1935 and the nightmare that was precipitated when Warner Bros. publishing houses withdrew from ASCAP. ASCAP wanted five-year contracts at 5%, even without the Warner catalogs. It got them.

Today the broadcasting industry is winding up its first year under the new five-year contracts. There is still much pent-up feeling over the manner in which ASCAP collects its copyright royalties. But demands are increasing. Broadcasters are now being besieged by other groups on such matters as phonograph record performance.

But do they realize that if the existing law is not corrected, or if the government suit is not successful, then ASCAP in 1940 can charge anything it chooses for the right to perform its music? The figure, instead of 5%, might be five times 5%. There is nothing in the law to prevent it.

Broadcasters do not want their music for nothing. It is an essential raw material in radio. But they do want some degree of bargaining power in the purchase of that raw material. They can get it only if the law is corrected, or if the Government suit is successfully concluded.

We cannot urge too strongly that broadcasters, prior to the convening of Congress next month, acquaint their Congressional delegates with the true situation. The Duffy bill, which died at the last session, will be reintroduced. It should pass. But it won't unless those affected by it make the facts known. We aren't guessing when we say that ASCAP, on its part, is already working actively against passage of the bill.

Radio Itself and 1937

IF THERE is doubt in any mind about the position held by radio broadcasting in the affairs of this nation, both economic and social, let him consult the symposium on 1937 prospects which we publish in this issue. Never before has the story of any industry been told so eloquently by so divergent a group of men. It includes public officials, captains of industry, leaders in the agency field and broadcasting executives.

To discourse here on what this meeting of minds reveals would be repetitious. It is enough, we feel, to say that radio broadcasting has met the challenge of those who would have destroyed it at the very beginning by making it a governmental rather than a private enterprise. It is plain, when we observe the status of radio in other nations, that it could not have thrived and could not have attained its high position as an impartial medium for the dissemination of knowledge and of good-will in government hands here, no matter how good the government or how noble the purposes of its leaders.

We are thankful that broadcasters have been successful in keeping themselves independent, by and large. They owe no allegiance to any particular group. They are not subservient to any political body. They belong to no party, no one creed. They are as diverse in ownership and outlooks as the elements of democracy themselves.

Broadcasters, from the smallest to the most powerful, have but to continue this policy and strive to improve their service to retain their individuality in this most important instrumentality for public good and enlightenment. And, in that same tempo, they will thrive, because the last vestige of doubt as to its status as an advertising medium also has been erased, even in the minds of the die-hards.

The RADIO BOOK SHELF

A BIBLIOGRAPHY of references on radio subjects, compiled by Lawrence D. Batson, has been issued by the Department of Commerce electrical division. It lists source material for information of laws and regulations, conferences and reports, manuals, radio advertising, trade periodicals, foreign broadcasting, education by radio, amateur radio, government activities in radio and technical data.

The Networks Spread

ALMOST monthly, the maze of telephone lines linking broadcast stations for national, regional or statewide coverage becomes more widespread. It is more than a trend that is intensifying network service; it is a definite movement.

Both of the nationwide networks are adding outlets. Comprehensive coverage, not only for commercial but for public service programs, is the object. And Mutual Broadcasting System this month goes transcontinental, though not nationwide. Within the last few weeks no less than four regional or statewide networks have been added to the dozen or so already in existence. These include the newly formed Colonial Network, the California Radio System, the Quaker State Network and the Maryland State Network.

We regard this movement as healthy. Obviously, the regional and statewide outcroppings follow not only naturally contiguous markets but also related populaces and buying power. Thus advertisers interested only in regional coverage can procure "made-to-order" audience. And stations, by the same token, are placed in the position of reciprocally interchanging the finest of their programs, making for a sturdier broadcast structure and greater public service.

Most significant in this reshaping of broadcast service is the fact that the 100-watter, along with the regional and the clear-channel station, is coming into its own. Buyers of time are coming to the realization that power isn't all-important, and that market and coverage and standing in the community are primary considerations. The fact that both NBC and CBS have added 100-watters is a recognition of this.

Whither Television?

THAT television, like fate, is certain to come, is unquestioned. But how and under what conditions remains to be ascertained. Even at this late date engineers are almost daily learning new things about the quirks and intricacies of ultra-high frequencies, where television is destined to repose. Not many months ago it was thought that these frequencies were definitely limited to short-range coverage—"line-of-sight", the technicians called it. Now it appears that transcontinental interference occurs even on these channels. Perhaps that isn't so startling, but its implications are important for it now develops that television transmission akin to "clear channel" broadcast service may be possible, whereas heretofore thought of good rural service had been all but abandoned. In this radio age, it seems, a maxim to observe is "Wait and See, Then Wait."

We Pay Our Respects To —

HERMAN STRECKER HETTINGER, Ph.D.

IN THE STRICT academic sense, there is no such title as "radio economist". Perhaps it is because the industry is so young; perhaps because so few researchers have delved into it deeply as yet. But no one acquainted with the business of broadcasting will gainsay such a title for Dr. Herman Strecker Hettinger, assistant professor of marketing of the internationally famous Wharton School of Finance and Commerce of the University of Pennsylvania.

The records show he was one of the first academicians, if not the first, to take up the study of radio economics seriously. Records are not needed to support the statement that he has been and remains the most prolific writer on the subject. Statistics are second nature to him; he can rattle off the records of spot, network and transcription business for any year since '31 (when the first effort was really made to gather them) with the abandon of a circus barker.

When Herman Hettinger first skirted the fringes of the radio field in 1928 by conducting one of the earliest detailed studies into listener habits, there were no such things as audience records or business statistics for the industry as a whole. Today, broadcasting's books are audited from the business aspect perhaps as well as those of any other industry. And the Pennsylvania college professor did most of the spade work, aided and abetted by Philip G. Loucks, who from 1931 to 1935 served as the managing director of the National Association of Broadcasters and enlisted the talents of Dr. Hettinger.

Until this month, Dr. Hettinger was the research consultant of the NAB, turning out monthly the broadcasting business index, a statistical service which he has conducted since 1933. As of Dec. 15 Dr. Hettinger resigned that post to devote his full attentions to his college work and also to expand in the field of radio consulting work—a pursuit that appears destined ultimately to become as important as technical consulting. NAB headquarters will carry forward the "business index" work inaugurated during the tenure of Managing Director Loucks by Dr. Hettinger.

Life began for Herman Strecker Hettinger on Jan. 13, 1902, in the Pennsylvania Dutch town of Reading. (Other Pennsylvania Dutchmen in radio include Loucks, John U. Reber, vice president and radio director of J. Walter Thompson Co., Jules Seebach, WOR program chief, and Dr. Levering Tyson, executive director of the National Advisory Council on Radio in Education.)

After his preliminary public school and high school education at home, young Hettinger enrolled at the University of Pennsylvania, graduating in 1923 and procuring his Doctor of Philosophy degree there, and earning part of his tuition as assistant director of public relations. Before he began teaching, he served a brief business apprenticeship in the textile field in 1924 and 1925. While at school he was captain of the University fencing team for two years, and afterward held the Pennsylvania State championship for five years. This won him several appointments as member of the national championship duelling sword team of the Fencers Club of Philadelphia.

Young Hettinger's first study of radio listening habits in 1928 attracted the attention of Dr. Leon Levy, president of WCAU, Philadelphia. Through that association, he made the first studies of Philadelphia market listening habits in 1930 and 1931. Undertaken in conjunction with Richard R. Mead, also of the marketing faculty of the University, the 1931 studies were the first to expose the lack of logic behind the annual summer slump in broadcast advertising. As a result, the teachers published *Radio as a Medium for Summer Advertising* for CBS and *The Summer Radio Audience in Philadelphia and Vicinity* for WCAU. Dr. Hettinger was also one of three who assisted in the development of the first Price-Waterhouse survey of network popularity made for CBS.

It was Dr. Levy who suggested that Hettinger get together with Mr. Loucks for industry-wide studies. This happened in 1931 and they hit common ground at once. After several preliminary studies, Dr. Hettinger came to Washington as special consultant to the NAB to install the statistical service which would give information on broadcast advertising volume over stations as well as networks. The first figures came in the summer of 1933 and marked the inauguration of a standard information service for the medium. Since then, the figures procured by the system have been confirmed to a remarkable degree by the recent Census Bureau broadcasting study except in one instance — understatement of the volume of local business.

NRA began functioning in 1933, and Hettinger was called upon to procure information on employment, wages and similar features of the industry never before collected. It was a ponderous task, but it held water since it afterward developed that the estimates produced by Hettinger on such an item as average wages were within 20 cents of the averages later developed in a complete industry poll.

During the fall of 1934 and until October, 1935, Dr. Hettinger served in Washington as the NAB director of research. He conducted much of the preliminary research looking toward standardization of listener coverage data now incorporated in the activities of the Joint Committee on Radio Research which comprises the NAB, AAAA and ANA.

In 1935 and all through this year, Dr. Hettinger has served as economic consultant of the NAB and as its representative on the technical subcommittee of the Joint Committee on Radio Research. With his resignation from the NAB, that function is being taken over by Managing Director James W. Baldwin.

Among the recognized works from the pen of Dr. Hettinger are *A Decade of Radio Advertising*, published in 1933; editor of *Radio: The Fifth Estate*, published in 1935 by the American Academy of Political and Social Science; assisting in the preparation of the first manual on retail radio advertising compiled and published by the National Retail Dry Goods Association in 1935, and regular analyatical contributions on radio economics for BROADCASTING. He is now devoting much of his time to private consultancy work, and is writing a book *The Principles of Radio Advertising* in collaboration with Walter J. Neff, partner of Neff-Rogow Inc., New York agency, and former sales manager of WOR.

Dr. Hettinger is a member of the American Marketing Society, the National Association of Marketing Teachers, Beta Gamma Sigma scholastic honor fraternity and Theta Chi fraternity. His hobbies are music and fencing. Mrs. Hettinger is the librarian of the Curtiss Institute of Music in Philadelphia.

PERSONAL NOTES

JAY SLOCUM, formerly a salesman for the Boston office of Conde Nast Publications, representing the *Home & Garden* magazine in New England, is now New England sales representative for WBZ, Boston, and WBZA, Springfield. He fills the vacancy left by Paul A. Belaire, who Nov. 1 became Boston representative of WOR, Newark.

SYDNEY DIXON, who has been in charge of NBC Southern California sales for the past year, has been appointed western division assistant sales manager for the network, according to Harry F. Anderson, western division sales manager in San Francisco. Dixon, who will continue headquarters in Hollywood, was formerly in charge of local sales in the network's San Francisco offices before his transfer south.

HERBERT E. NELSON, formerly of the sales staff of KXBY, Kansas City (formerly W9XBY), has been appointed local sales manager, with Clair Heyer continuing in charge of national sales and promotion. KXBY has also added to its sales staff E. G. Julum, formerly with KMOX, St. Louis; Robert Livingston, formerly with WMT, Cedar Rapids; R. W. Bennett, formerly with KFRU, Columbia, Mo.

O. L. SMITH, merchandising manager of WNOX, Knoxville, Tenn., and prior to that assistant national advertising manager of the *Knoxville News-Sentinel*, has been made commercial manager of the station, according to an announcement by R. B. Westergaard, station manager.

PAUL F. PETER, secretary of the Joint Committee on Radio Research and former chief statistician of RCA and of NBC, has become engaged to Ruth K. Doehrmann of Washington. No date has yet been set for the wedding.

RAY BAKER, formerly of Pacific Railway Adv. Co., Oakland. has joined the sales department of KFRC, San Francisco.

BUD WHITE, former Chicago actor, has joined the sales staff of WIND, Gary, Ind. John Carey, WIND salesman, has announced his marriage to Miss Charlotte Kosopp, of New York.

LOUIS FROELICH, formerly of WROK, Rockford, Ill., has joined the sales staff of WJJD, Chicago.

FRED BATE, NBC London representative, sailed for his post Dec. 5 on the *Europa* after spending a month in the United States, chiefly with the European radio officials who came over in November to participate in NBC's tenth anniversary celebration.

JOHN DRAKE FITZGERALD, former WBBM publicity director and CBS western special events chief in Chicago, has been transferred to CBS New York headquarters to assist Paul White, special events director.

LLOYD H. ROSENBLUM, merchandising manager of WOAI, San Antonio, spent the first two weeks in December at his home in Cleveland and also visited in New York for several days.

HARRY S. McLEOD, formerly manager of the Strand and St. Charles theatres, New Orleans, has been named advertising director of WBNO, New Orleans.

PAUL GREEN, formerly of WNOX, Knoxville, has succeeded William Sisson as a salesman on the staff of WNBR, Memphis. Sisson has been named head of the Little Rock bureau of the affiliated *Memphis Commercial Appeal*.

LEE BISHOP, manager of KMED, Medford, Ore., and Miss Hester Wakefield, were married in November in that city.

JOHN STILLWELL, commercial manager of WIRE, Indianapolis, arrived in Los Angeles Nov. 30 on his honeymoon.

DONALD THORNBURGH, vice-president in charge of CBS on the west coast, was a speaker Dec. 3 at a meeting of the Los Angeles Association of Advertising Women held at the Women's Athletic Club.

REGINALD B. MARTIN, manager of KFAB and KFOR, Lincoln, Neb., and Miss Kathryn Gustafson, of Des Moines, were married Nov. 26.

PERCY L. DEUTSCH, president of WBS, returned to his desk on Dec. 7, after a rest at the Medical Center, New York.

F. W. BORTON, president of WQAM, Miami, has been elected president of the Florida State Civitan Clubs.

PAUL EICHHORN, known professionally as Paul Frederick, has joined WOOD, Grand Rapids, as promotion manager. He succeeds King Bard, who has entered private promotional work. Mr. Eichhorn formerly was with WJIM, Lansing, and WXYZ and WJR, Detroit.

DAVID NOWINSON, publicity director of KSO and KRNT and also in the continuity department of the station on Nov. 19 was married to Miss Ida Hyman of Des Moines, in Chicago.

EARL MAXWELL, national sales manager of WJBK, Detroit, on Jan. 9 will marry Miss Betsy Callender of Detroit.

DON DAVIS, president of WHB, Kansas City, and Mrs. Davis spent November on a vacation trip to Cuba.

S. A. CISLER, formerly a partner in WATL, Atlanta, is now manager and program director of WSIX, Nashville local which was recently moved into that city from Springfield, Tenn.

DR. W. H. VOELLER, president of Conquest Alliance Co., New York, returned Dec. 10 after six weeks in Hollywood.

HOWARD HOLSHOUSER, for the last two years with Temple Adv. Agency, Topeka, has joined the sales staff of WIBW, Topeka.

WIP HONORED — The American Legion of Philadelphia awarded its annual Certificate of Merit to WIP. Benedict Gimbel Jr., WIP president, at right, is receiving the award. Legionnaires, left to right, are I. G. Gordon Forster, county commander; Lt. Fred J. Roehs, radio committee chairman, and Walter G. Kress, State Commander.

William M. Daly

WILLIAM M. DALY, NBC orchestra leader, died Dec. 4 at his home in New York. Mr. Daly for the last two years was musical conductor of the *Voice of Firestone* program and was scheduled to take a similar post on the Gladys Swarthout - NBC program which begins Feb. 10.

G. W. STAMM, former publisher of *Broadcast Advertising*, has started a new pocket-size monthly magazine, *Science Digest*, which contains articles from scientific magazines condensed and popularized for the layman. The first issue appeared on the newsstands Dec. 1. *Broadcast Advertising* was absorbed by BROADCASTING several years ago.

BEHIND THE MICROPHONE

DAVID COBB, formerly of KSD, St. Louis, has joined the announcing staff of WMC, Memphis, succeeding Howard Carraway, who has moved to WSIX, Nashville.

WILLIAM J. GOODE, formerly with WCAE, Pittsburgh, has been transferred by Hearst Radio Inc. to WBAL, Baltimore, as station accountant.

GENE EDWARDS, formerly of WSGN, Birmingham, has joined WJRD, Tuscaloosa, Ala., as chief announcer.

HARRY J. BOYLE, former newspaperman, has joined CKNX, Wingham, Ont., as merchandising director, succeeding B. Howard Bedford, who continues as commercial director and head of public relations. Mr. Boyle also will act as news editor and assist in public relations. Ben Hamilton, new to radio, has just joined the announcing staff.

BOB EASLEY has been named continuity editor and announcer of KFDM, Beaumont, Tex.

JOHN GROLLER Jr., formerly of WCBA-WSAN, Allentown, Pa., has joined the announcing staff of WGBI, Scranton.

WAYNE ACKLEY, Iowa Broadcasting System announcer, is the father of a boy born in November.

CLAYTON LOOMIS, announcer at ABC's Chicago headquarters, and Lalia Peers, dramatic actress heard frequently over the same network, were married Nov. 29.

JAY SIMS, former NBC announcer in San Francisco and later with KEHE, Los Angeles, on Dec. 1 joined the announcing staff of KFWB, Hollywood.

JOHNNY MURRAY, on the staff of KFWB, Hollywood, for several years but off the air for a year, has returned to the station.

EFFAY BENYON, formerly of WROK, Rockford, Ill., has joined the continuity department of WJJD, Chicago.

RALPH BRYAN, formerly program manager of KGMB, Honolulu, and KQW, San Jose, Cal., has returned to the band business in San Jose.

WALLACE A. GADE, formerly on the announcing staff of KGW and KEX, Portland, and more recently with KPCB, Seattle, has joined KJBS in San Francisco, in a similar capacity.

DONALD DUDLEY has replaced Howard McNear as reader on the twice weekly *Golden State News Flashes* sponsored by Golden State Co. Ltd., San Francisco, (dairy products) on KPO, that city. McNear resigned to move to Los Angeles.

VALERIA ELSNER, continuity writer of WICC, Bridgeport, has announced her marriage in September to John Lomas.

LE ROY FLYNN, 18-year-old announcer, replaces Robert Parker, on the staff of WICC, Bridgeport. Parker has gone to California to enter photography. William Dukeshire has replaced Jack Meredity as news reporter in the WICC New Haven office.

IRIS PARKER, for the last seven years office manager of KELW, Burbank, Cal., on Dec. 8 joined KEHE, Los Angeles, when the Burbank station went off the air and its time was taken over by KEHE.

HERB GAMBRILL on Dec. 7 became traffic manager of the new California Radio System with headquarters at KEHE, Los Angeles, key station of the network. He was formerly with KTSA, San Antonio, Texas.

TOPS in Kansas

KFH

- TOPS in entertainment.
- TOPS in listeners. [Approx. 300,000 radio homes].
- TOPS in commercial programs.
- TOPS in sustaining programs.
- TOPS in power. [5,000 watts daytime].
- TOPS in merchandising service.
- TOPS in "over the counter" sales.
- TOPS IN RESULTS.

Affiliated with
CBS

National Representatives
EDWARD PETRY & CO.

No. 4 Of A Series On The New York Market!

LITTLE ITALY is part of New York's famous Greenwich Village. Covering an area of 1.35 sq. miles it contains a larger population than Sioux City, Ia.

"Fiesta Time in Little Italy"

THROUGHOUT the metropolitan area of New York are 1,070,072 Italians—more than reside in Rome, Italy. The average per family expenditure is from $1,700 per year in parts of Manhattan to $5,200 in adjoining boroughs.

WBNX REACHES this vast market intimately and intelligently with 32 programs per week in the Italian language, many of which have been on the air for five consecutive years with established listening audiences.

Full Staff for Foreign Language Productions Available

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE OF YOUR PROSPECT

SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS

STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC

PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP

1000 WATTS DAY AND NIGHT

RALPH WORDEN, former radio editor of the *Cleveland News*, has been named news director of WGAR, Cleveland, succeeding Bob Evans, who will handle sports and special events exclusively.

QUIN RYAN, manager of WGN, Chicago, and veteran sports announcer, will leave for San Francisco Dec. 26 to handle the MBS broadcast of the annual football game between all-star Eastern and Western teams on New Years Day.

CHARLES L. ACREE, erstwhile man-of-the-street at WJBC, Bloomington, Ill., is the newest member of the continuity staff of WLS, Chicago.

FRED PALMER, formerly manager of WBNS and WAIU, Columbus, has joined the production department of WLS, Chicago.

TOM CASEY has deserted the ranks of the NBC page boys in Chicago to join the network's Chicago announcing staff. Long desirous of becoming an announcer, Tom got his chance during the NBC tenth anniversary celebration when the page boys put on their own show and Tom announced it. New York liked his voice, Chief Announcer Everett Mitchell gave him some training in technique, and Casey emerged from last week's announcing auditions with the coveted job.

AL BOYD, production man at WLS, Chicago, is the father of a baby girl born Dec. 3 at Illinois Masonic Hospital.

JACK INGERSOLL, formerly of WEEI, Boston, has joined WINS, New York as sports commentator, succeeding Earl Harper.

EARL R. STRANDBERG, known on the air as Earl Rodell, has joined KTAT, Fort Worth, as program director. He held this same position with KTAT prior to joining the production staff of KMOX, St. Louis, last year. Lenard Finger, author, actor and commentator, has joined KTAT, coming from the Texas Centennial Exposition in Dallas. He will also handle publicity.

ERNEST ROGERS, chief of the news staff of WSB, Atlanta, was honored in the centennial issue of the *Emory Alumnus*, publication of the Emory University alumni, as the member of the Class of 1920 who has done most to put into practice Emory's motto: "A love of learning for the service of God and Man." This was largely in recognition of his having organized, along with Manager Lambdin Kay of WSB, the "UCG—Unorganized Cheerful Givers," a charitable society.

WILLIAM FULLER, announcer-producer of KJBS, San Francisco, has written a comedy "A Generation in Advertising or How Far We Have Travelled", to be presented Dec. 16 at the San Francisco Advertising Club's Christmas jinks in the Palace Hotel, that city. Fuller will also direct and stage the jinks. Carlton Coveny, KJBS sales manager, is the club's entertainment chairman.

FRED McPHERSON, formerly on the announcing staff of KFBK, Sacramento, has joined KRE in Berkeley, Cal., as announcer-producer.

KEN HOFFMAN has been placed in charge of the artist bureau recently organized by KYW, Philadelphia.

EDDIE LeCAPTAIN, news reporter of KELD, El Dorado, Ark., was married Thanksgiving Day to Miss Lillian Pearcy, of El Dorado.

HARRY CARLSON, former announcer, of WOR, Newark, has been appointed production manager of WOR succeeding Mitchell Benson who has become assistant to Julius Seebach, WOR program director.

JERRY LAWRENCE, former announcer for Don Lee System, has joined WOR, Newark, in a similar capacity.

WAYNE A. WELCH, secretary to Craig Lawrence, commercial manager of Iowa Broadcasting System, is to marry Miss Janet Wright, of Harbor Springs, Mich., Dec. 26.

ROBERT WILBUR, formerly of WCAD, Canton, and WBIX, Utica, N. Y., has joined the announcing and production staff of WSUN, St. Petersburg, Fla.

FREEMAN LANG, former Hollywood transcription producer, left via the *China Clipper* for Honolulu early in December, and expected to continue to Australia by boat.

DORIS GOWLLAND, secretary to the managing director of 2GB, Sydney, Australia, will arrive in Los Angeles Dec. 26 for a six-month stay in that city and New York.

JESSE H. MARTIN, formerly in charge of the artists' bureau of WHN, New York, early in December joined Bachmann-Herzbrun Inc., Hollywood talent agency.

FRANK WESTPHAL, for several years an NBC music conductor in Chicago, on Dec. 2 became music director of KEHE, Los Angeles.

HUGH BRUNDAGE, staff announcer at KFWB, Hollywood, on Dec. 5 resigned to join KEHE, Los Angeles.

FOX CASE, the last five years publicity director for the All-Year Club, Los Angeles tourist promotion organization, on Dec. 10 joined CBS, Hollywood, in charge of exploitation and special features, a newly-created position.

Gone With His Wind

WHEN neither actors nor sound effects satisfactorily produced the sound of a man gasping for breath called for on a recent American Legion *Cadets of the Air* broadcast, WBBM Production Man Phil Bowman dispatched one cadet on a five-lap run around the studio. The boy ended up at the mike so winded that he couldn't speak and another lad had to read his lines.

THOMAS FREEBAIRN - SMITH, chief announcer of KNX, Hollywood, will go on tour in January to announce the Nelson Eddy programs for Vick's. The broadcasts will continue during the 11 weeks Mr. Eddy is on his concert tour.

HUGH LESTER, onetime with NBC in San Francisco, has joined the Federal Theatre of the Air, Los Angeles, as a staff continuity man.

RENE GEKIERE, who has been an assistant in NBC's Chicago production department, has been transferred to the network's announcing staff.

NED BURMAN, formerly an announcer-producer at KROW in Oakland, has joined KGGC, San Francisco, in a similar capacity. He succeeds David Vaile, who resigned to join KYA in San Francisco. Vaile succeeded Harry De Lasaux at KYA.

VIC MOSER, native Tennessean and former continuity writer of KMOX, St. Louis, and KNX, Los Angeles, and more recently a scenarist in Hollywood, has joined the production staff of WIBW, Topeka.

LAWRENCE MENKIN has joined the production department of WMCA, New York. He was formerly with Associated Music Publishers Inc., New York.

RUSSELL HIRSCH, formerly of WRBL, Columbus, Ga., has joined WCOA, Pensacola, as announcer and publicity director, replacing Fred King. James Hendrix has been named program director.

JERRY DOOLITTLE, of the announcing staff of WQAM, Miami, is in the hospital recuperating from a broken vertebrae suffered during a dive into shallow water. Jack Mack is back as sports commentator after a summer spent as announcer on northern dog tracks. Jack Skeavington has been named editor of the WQAM local news service. Loretta Bailey has joined the staff as personal shopper.

CHANGE PROVIDENCE SCHEDULES

******Change your Schedules to fit the NEW Providence set-up!***

1. **WPRO becomes the Basic CBS Station Jan. 1.**
2. **WPRO increases power December 15th.**
3. **WPRO offers complete United Press News.**
4. **WPRO selects NBC Thesaurus as program aid.**

SPOT ADVERTISERS—

Early reservations help us a lot. Phone, wire or write for new program schedules and listings.

NATIONAL REPRESENTATIVE
PAUL H. RAYMER CO.
New York *Chicago* *San Francisco*

WPRO
CHERRY & WEBB
BROADCASTING COMPANY
PROVIDENCE, R. I.
630 K.C.
1000 Watts LS 500 W. Night

WPRO Improvements

PREPARATORY to joining CBS Jan. 1, WPRO, Providence, R. I., has effected numerous improvements in facilities and organization, according to an announcement Dec. 8 by Stephen P. Willis, recently appointed general manager. The station has been operated since 1931 by the Cherry & Webb Co., owners of five women's specialty stores in New England. On Dec. 15 the station begins operation on its 630 kc. channel with 1,000 watts until local sunset and 500 watts nighttime. It subscribed to the United Press radio news service Dec. 1, now carrying 12 more five-minute news broadcasts daily. NBC Thesaurus transcription library also has been added, offices and studios have been augmented and speech imput equipment increased to handle the new program traffic. Basic changes in policies also are being considered, it was said, with the probable discontinuance of phonograph records as program material.

TRACKING FRAUD BY RADIO

Boston Better Business Bureau Beats Bamboozlers By Broadcasts Exposing Their Rackets

By **KENNETH B. BACKMAN**
General Manager,
Boston Better Business Bureau

THE SUCCESS of any undertaking in this age is measured by cold, practical results. In this respect the Boston Better Business Bureau may feel justly proud, for the Bureau's series of weekly radio dramatizations started in the spring of 1936, with the cooperation of John Shepard 3d, president of Yankee Network, has brought good results. Since the beginning of the campaign to educate and enlighten the general public on the schemes promoted by shysters, radio has been the spearhead of the attack.

Some few weeks ago, the Bureau produced over WNAC and Yankee Network, a dramatization of the Free Lot Scheme. For some time the Bureau had been troubled by racketeers in the Boston area who had been foisting this scheme upon the innocent public, but had been unable to "get anything on them." Shortly after the scheme was dramatized, a flood of complaints against the racket was received from persons who had been fooled. So much important information and evidence was gained in this manner, that it was possible to present a case to the grand jury and this evidence was used to bring a secret indictment.

Are They Listening?

HERETOFORE, we have come in contact only with those who have in some way or other been victimized by these schemes. However, in order to determine whether the programs are obtaining results we decided to conduct a little survey. No elaborate plans were made nor was there any effort to reach any portion of the New England audience. The survey was conducted in an informal manner, and, as such, I believe is of far greater value.

Here was the survey:

1. Have you heard any of our radio skits?
2. If so, approximately how many?
3. Please check your opinion of them. Poor, fair, good, excellent.
4. Have they been helpful to you?
5. You can hear the skits by tuning in on WNAC every Saturday afternoon at 5:15 p. m.
6. Any remarks?

In interpreting the results of the questionnaire, the following facts must be kept in mind:

1. The time of the broadcasts—5:15 to 5:30 p. m., Saturdays—is not the most convenient time in the world in which to reach the public at home, especially during the football season.
2. Those filling out the questionnaire did so in private and dropped them unsigned into a box.
3. The name of the Boston Better Business Bureau is not mentioned in any of the programs, but only in the introduction and the close.
4. Nowhere is there an invitation or suggestion that anyone communicate with the Bureau regarding a complaint or anything else, nor is there a suggestion or intimation that anyone would be helped by so doing.

The programs themselves show that the public is always the loser and does not lead listeners to believe they have anything to gain by making a complaint.

Twenty-four percent of those filling in the blanks had heard the programs on the air—the majority of these had listened to from three to five. Of the 75 who had heard the programs, 44 gave them excellent; 22 good; 2 fair; not one rated them as poor.

Most interesting of all, in the opinion of the Bureau, are the remarks added by the visitors—"Was helped in a stock scheme by them"; "Wonderful idea—helps to understand salesmanship"; "That's why I came for help" are but a few of those given.

The survey proves the contention of Bureau officials that ignorance is the only reason the public is victimized by such schemes. What is more important, it also proves that the Bureau's methods of familiarizing the public with the "earmarks" of the various rackets is a successful one—measuring success by concrete results.

The Boston Better Business Bureau hopes to continue the dramatizations as long as necessary. With this in mind, we have collected all available information regarding fraudulent business schemes. Gradually a scheme file has been developed and after carefully sorting the available information to bring out actual cases of complaint—in many cases with actual literature used—we have built up a file of some 700 schemes, the most extensive and most authentic collection of this type in the country, if not in the world.

CONSOLIDATED EDISON Co., New York utility, has signed a number of celebrated foreign artists for its series of foreign-language programs on WBNX, New York.

WXYZ PRESENTS

Betty Barton

. . . THE POPULAR MISTRESS OF "HAPPINESS HOUSE"

Miss Barton's "Happiness House," a half-hour program, is presented each day except Saturday and Sunday at 10:30 A.M. and is devoted to building and maintaining an audience of women listeners. Miss Barton with her rich background of radio and dramatic experience, has demonstrated clearly her capability as director of this program. Morning and afternoon advertising on WXYZ is unusually productive—because of the efforts of Miss Barton and the directors of other exclusive WXYZ programs.

Does YOUR Message Need An Audience of Women?

WXYZ knows the radio technique of holding women's audiences. For over 5 years its production department has been actively engaged in building day time hours with talent to attract women listeners—WHEN THE COST IS NOMINAL AND RESULTS MOST GRATIFYING! Betty Barton's program is at present a participating period or may be sponsored exclusively. It offers an established audience of WOMEN. And remember . . . WHEN WOMEN LISTEN . . THEY BUY!

WXYZ

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit

Eastern Office:
550 Chanin Building
New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building
San Francisco, Cal.

Possibilities of Coaxial Cable Shown In Field Tests Conducted Before FCC

THE telephone use of the coaxial cable, which is popularly known as a "television pipe" because of its possibility as a future nationwide wire system for network visual broadcasting, was subjected to two rigorous field tests Nov. 30 and Dec. 1. In the first test members of the FCC participated in conversations from Washington to New York, while on the second day press representatives observed its telephonic potentialities.

The telephone test took place over a 3,800 mile circuit of coaxial cable, although the cable has only been installed between New York and Philadelphia but it had been looped back and forth to cover the 3,800 miles.

The television uses of the cable will not be tested until late spring, according to Dr. Frank B. Jewett, president of Bell Telephone Laboratories, because the present repeaters, which are fixed every ten miles in the coaxial system, are capable of producing only 1,000,000 cycles. Television is slated to require at least 2,000,000 cycles and repeaters with that capacity are now being developed in the Bell Laboratories.

Handles Heavy Traffic

THE 3,800-mile circuit consisted of five voice frequency links in tandem, each link being 760 miles long. There were 70 stages of modulation in each direction and the equivalent of 400 line amplifiers.

The FCC demonstration took place in the office of Commissioner Thad H. Brown. Conversations with Dr. Jewett in New York were held by Commissioner Brown, Chairman Anning S. Prall, Commissioner Irvin Stewart, Commissioner E. O. Sykes, Chief Engineer T. A. M. Craven, Chief Accountant William J. Norfleet, and Assistant General Counsel Frank Roberson. Telephone Division Chairman Paul A. Walker also talked over the circuit from New York with Commissioner Brown.

Designed to handle 240 simultaneous telephone conversations, the coaxial cable will handle the same amount of traffic in its "pipe-like" size as one of the present "arm-sized" cables with 480 wires. The projected time for the completion of telephone testing of the cable is 1940 when it should become available for commercial use.

The coaxial cable was the subject of lengthy hearings by the FCC in 1935 because of its television potentialities as the Commission wanted to block any move which could create a monopoly in the visual broadcasting field. However, after two hearings and the revocation of one FCC order, conditions were established by the FCC which were satisfactory to the Commission and to the A. T. & T.

The telephone tests disclosed that the cable produced a greater clarity of voice transmission with very little distortion as compared to the present cables. The electrical impulses that went through the 3,800-mile circuit were carried through 70 transformations of frequency of which only five were wavelengths intelligible to the ear and each sound went through 400 separate amplifications.

"Our main purpose in this preliminary experiment is to reveal the telephone possibilities, not television," said Dr. Jewett. "The performance has been up to expectations and no important technical difficulties have arisen to cast doubt upon the future usefulness of the coaxial-cable system. Much work remains to be done, however, before coaxial systems suitable for general commercial service can be produced.

"This is not a television circuit as we are demonstrating it today. But it is a necessary step toward television. We think we know how to use it for television, but that is several months off. As far as television is concerned, it is still around the corner, and all we can say at this time is that the cable is a possible network link for television transmitters in the future."

The "pipe" will handle the same amount of traffic as one of the present arm-sized cables comprised of 480 wires. Therefore, it was explained, the costs of building and installation are materially reduced.

Instead of the usual bundle of paper-insulated wires used in telephone lines, the new cable contains a pair of copper tubes, each about the diameter of a lead pencil. Within it, and about the same size as the lead in a pencil, is a wire held centrally by thin discs of thin rubber, spaced along the wire.

"What we are literally doing along this cable is radio transmission," continued Dr. Jewett, "but we are sending it over what might be called a segregated slice of the ether. In this case, however, all of the ether is in the little pipes of the cable. It is a scheme for making radio transmission free of the elements that bedevil radio, such as static and fading."

CARLETON & HARVEY, Lowell, Mass. (Fr. John's Medicine), has added WINS, New York, to the original list for the 13-week series of daily five-minute news. On WHDH, Boston, a 13-week contract for daily weather reports has been placed. Agency is John W. Queen Advertising, Boston.

Jolson for Lever Bros.

AL JOLSON, Martha Raye, Sid Silvers, and Victor Young's orchestra on Dec. 22 will succeed the present Ken Murray-CBS program which is sponsored by Lever Bros., Cambridge (Rinso & Lifebuoy soap). The program will retain its present time period, Tuesdays, 8:30 p. m., with repeat at 11:30 p. m. Myron Kirk, vice-president in charge of radio for Ruthrauff & Ryan Inc., New York, Lever agency, is in Hollywood along with two other members of his radio staff, Cecil Underwood and Nathan Tufts, preparing for the debut of the new program. The agency is contemplating establishment of an office on the West Coast.

RADIO CITY has been designated by the New York police department for contact with visitors in its traffic safety campaign because of the discovery that 80% of the sightseers thronging Radio City daily are from out of town. A brief safety talk is made by Patrolman James F. Dixon, or his assistant, to every group of guided tourists in the studios of NBC.

TOP HAT AND TALL TIMBER

THIS SALESMAN is sunk. He may carry a powerful sales talk and an excellent line of goods. But he is not showman enough to adapt himself to his audience.

This never happens at WSM. We fit broadcast appeal to the product and the people who listen. And showmanship like this, combined with the power of 50,000 watts, has made WSM one of the most resultful advertising mediums in America.

National Representatives
Edward Petry & Co., Inc.

WSM
SHOWMANSHIP AND POWER

50,000 WATTS

NASHVILLE, TENNESSEE

Owned and operated by THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.

STUDIO AND PROGRAM NOTES

IN COOPERATION with the campaign to expand and improve educational broadcasting, WSPR, Springfield, Mass., for the last two months has been originating a program under the auspices of Mount Holyoke College. The programs were introduced by Miss Mary Woolley, president, who spoke on the opening program and have since been carried on by the faculty and students. They have been broadcast over Colonial Network.

SPONSORED by Community Dentists, Dr. Lewis Inc., and Community Opticians, WNAC, Boston, broadcasts *The Voice of the Community* in cooperation with the Metropolitan Theatre, where interviews are conducted. Passersby are handed mimeographed copies of the two questions which are asked each day. Prizes of money and theatre tickets are offered for suggested questions. The mimeographed questions carry mention of the sponsors. Commonwealth Adv. Agency, Boston, has the account.

A NEW series on WINS, New York, is titled *What Is Your Answer*, heard late Sunday afternoons. It dramatizes news events in which the victim of an impending disaster is with alternative courses. The audience submits answers, with prizes awarded for best letters.

FRANK E. SAMMONS, farm editor of ABC network, has started *Poultry News*, a Saturday morning program of advice and news for breeders of chickens, turkeys and ducks, with news of poultry shows, discussions of housing, feeding, brooding, marketing and other angles of poultry farming, and with frequent talks by well-known poultry breeders.

Kansas City Call

WHEN W9XBY, Kansas City station operating on 1520 kc. in the 1500-1600 high-fidelity band, was advised Nov. 25 by the FCC that it could change its call letters to take out the numeral, it offered merchandise and cash prizes to its listeners for call letter suggestions. Most of them suggested KCSS, indicating "Kansas City's sports station", but the management finally chose KXBY because of its similarity to the former call letters. Three other stations in the same band also were authorized to change [BROADCASTING, Dec. 1].

IN COOPERATION with the music department of the Bridgeport public school system, WICC is presenting a series of musical programs by various school groups of Bridgeport on an alternate weekly series on Monday afternoons. The programs are under the general supervision of Miss Catherine T. Russell, music supervisor.

KFYO, Lubbock, Tex., unable to broadcast home games at Texas Tech stadium, provided liberal grid fare for listeners by broadcasting out-of-town games, with Manager DeWitt Landis and Announcer Winton Kyle, formerly All-Southwest back at Arkansas, handling the broadcasts. Their record remote was a 1300-mile gridgame from Los Angeles which Lubbock tradesmen financed although no commercial was used on the broadcast. Associated Oil Co., West Coast sponsor featuring sports programs, granted permission for the remote.

ACCLAIMED!

KEX

proved it!

Day after day—night after night—KEX wins the applause of Oregon radio listeners. Famed for its showmanship and outstanding dramatic presentations because of its greater facilities for "local" shows—this station offers an ideal combination for the advertiser contemplating a "test" program. Let us tell you about our many, many "successes on the air".

KEX 5000 watts—1180 K.C. (NBC Blue Network). The only station in Oregon operating on a clear channel. Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco.

RADIO SERVICE OF THE OREGONIAN

HUNTING SEASON — Signaling its opening, Dave Driscoll (left), of the WOR special events department, with Bob Edge, noted sportsman, author and commentator, equipped with shortwave transmitter, guns and decoys, went forth for ducks Thanksgiving morning and broadcast a running account of their experiences from Sedge Island, Barnegat Bay, New Jersey, to Mutual Network. The broadcast featured actual shooting scenes, comment on hunters' licenses and three-way conversation between Driscoll, Jerry Danzig in WOR studios and Engineer Charles Singer in clubhouse.

DRAKE UNIVERSITY School of Radio is dramatizing the week's outstanding Iowa news events on KSO and WMT Saturday nights in a new half-hour series *The Reviewing Stand*. A regular portion of each program is an important news flash taken off the wires of the *Des Moines Register and Tribune*, dramatized and broadcast before it is an hour old. Program is handled by Edwin G. Barrett, director of radio at the university.

BROADCASTS from Judge Gutknecht's *Chicago Traffic Court*, formerly on WBBM, Chicago, are now heard on WIND, Gary, Mondays, 7:30-8 p. m. Launched last year as part of Chicago's safety campaign, the programs are said to have proved a popular feature as well as a valuable educational medium, which is given much of the credit for freeing Chicago from the ticket-fixing evil.

A SERIES of biweekly half-hour amateur contests by inmates of the Fairfield County Jail in Bridgeport, inaugurated as part of the rehabilitation work of the jail, and first broadcast in late September over WICC, Bridgeport, has proved successful enough to warrant their continuation on WICC for the winter.

THE Ninth District of the American Legion is sponsoring a series of programs on WBBM, Chicago, designed to give listeners a "behind-the-scenes" view of R.O.T.C. activities in Chicago high schools. Cadets in the Reserve Officers Training Corps take all the parts in the dramatic sketches which are titled *Cadets of the Air*, broadcast Saturday afternoons.

A NEW series of news-interviews programs titled *Names in the News*, and presenting in person major local people in current press headlines, was inaugurated by WICC, Bridgeport, Conn., Dec. 10 from 7:30 to 7:45 p. m. by 'Rocky' Clark, local radio editor. The broadcasts aim to bring before the WICC microphone headliners of both state and city news.

WSYR, Syracuse, on Dec. 12, dedicated its new 5,000-watt transmitter, celebrating the event at a banquet in the Hotel Syracuse. New York and local radio artists presented entertainment.

KFDM, Beaumont, Tex., has concluded arrangements with WLW, Cincinnati, for a rebroadcast of late evening programs. The first of the series is scheduled to start Dec. 15.

HARRY A. KOCH Co., Omaha insurance firm, has started a series of weekly programs titled *The Insurance Tailor* on WOW, Omaha. The programs include insurance oddities dug from old records and told in interesting fashion.

THE *Sports Huddle*, broadcast three evenings weekly on WBBM, Chicago, under the sponsorship of Stephano Brothers, Philadelphia (Marvel cigarettes), introduces a new twist to the familiar sports review by presenting not one but two sports announcers, Pat Flanagan and John Harrington, who take opposite sides on everything from fisticuffs to tennis. Program is placed through Aitken-Kynett Co., Philadelphia.

MONTPARNASSE, a Midwest radio forum, made its debut Dec. 4 on WCFL, Chicago, with a symposium on "Chicago's Cultural Horizons". Speakers were Robert Harshe, director of Chicago's Art Institute; Dr. Rudolph Ganz, president of the Chicago Musical College; Margaret Ayer Barnes, author; and Prof. Albert Eustace Haydon of the University of Chicago. The forums will be held each Saturday in Diana Court, with the broadcast, from 8:30 to 9 p. m. (CST), followed by informal discussion, entertainment and dancing.

A NEW rate card, No. 12, has been issued by WBAL, Baltimore, to go into effect Jan. 1, 1937, but existing clients are given the option of renewing their contracts for one year from Jan. 1 under Rate Card No. 11.

CKNX, Wingham, Ont., has completed new studios of the live-end-dead-end type. Main walls and ceiling are suspended and treated with rockwool.

WNBR, Memphis, is interviewing travelers at local railroad stations each evening, with Paul Hodges and V. G. Beale at the microphone, under sponsorship of Yellow Cab Co.

WFIL, Philadelphia, has been working on plans for a new program to be titled *My Job*, in which listeners from every walk of life will tell about their work. An audition board selects participants in the programs, who are to explain how they keep the wolf from the door.

KFOR, Lincoln, Neb., is offering a new show *The Announcers Dog House* each Tuesday, in which all mistakes made by announcers are presented to a court presided over by Judges Reggie Martin, station manager, and Lyle DeMoss, program director. Listeners are invited to send in the boners they hear and to suggest fitting "sentences".

KMTR, Hollywood, on Dec. 10 will dedicate its new studio at the corner of Wilshire Blvd. and Flower St. The equipment and facilities of the station's outdoor studio on Cahuenga Blvd. will be moved to the new studio.

WGAR, Cleveland, is reaching the foreign population with *International Cruise*, musical and narrative program in which facts of nations are tied into musical selections. A local furniture company catering to the foreign element is sponsor.

THE local American Legion held a regular meeting recently in the studios of KUJ, Walla Walla, Wash., at which a class of disabled veterans was initiated by radio, as well as a group of candidates present in the studio.

A DINNER and dance to the entire staff of WIP, Philadelphia, will be given Dec. 19 at the Penn Athletic Club by Benedict Gimbel Jr., WIP president. No wives, husbands or friends of staff members will be permitted to attend.

G. RICHARD SHAFTO, general manager and vice president of WIS, Columbia, S. C., and WCSC, Charleston, S. C., which operate in combination and are hooked up for sponsors, was host to 31 members of the station staffs at a barbecue supper at the Graham Cottage on Lake Murray Nov. 18. The hookup, which has been operating with great success, reports the following sponsors: Chevrolet *Musical Moments;* Ed Wynn for Spuds; *Monticello Party Line* for Dr. Caldwell's Syrup Pepsin; *Uncle Natchel* for Chilean Nitrate; Crazy Water Crystals.

THE *Traffic Squad*, a shortwave pickup, has been started by KOIL, Omaha, and has the approval of all the safety education groups of the city. The police department not only approves the idea but cooperates in the show, lending a policeman to accompany the announcer and a lieutenant to deliver a few words of advice at the end of each broadcast. The KOIL mobile broadcasting unit takes to the streets every day at 12:30 p. m. with a policeman at the wheel and an announcer and engineer along. The unit then follows a car, unknown to the driver, and the announcer and engineer point out the good and bad points of the driving—observance of traffic laws and safety precautions. Several cars are "shadowed" on each 15-minute daily program.

KFI-KECA, Los Angeles, has started *Headlines From Home*, with Raine Bennett as narrator and Jose Rodruguez compiling news from small towns. Items will cover village personals and other rural news of the type. The program is based on the presence of a larger number of former midwesterners on the West Coast.

THE THIRD annual appearance of Lionel Barrymore as "Scrooge" in the dramatization of Dickens' *Christmas Carol* will occupy 45 minutes of the *Hollywood Hotel* show on CBS Christmas night, 9-10 p. m. (EST).

School Uses Discs

CHICAGO ENGINEERING WORKS, Chicago (technical school) is sponsoring a series of quarter-hour transcribed programs of Tommy Donnelly's orchestra, Saturday evenings, on WBBM, Chicago, WJR, Detroit, and WTAM, Cleveland, to promote its refrigeration and air conditioning training course. Agency is Critchfield & Co., Chicago.

Proposed Rule Changes Studied by Bar Group

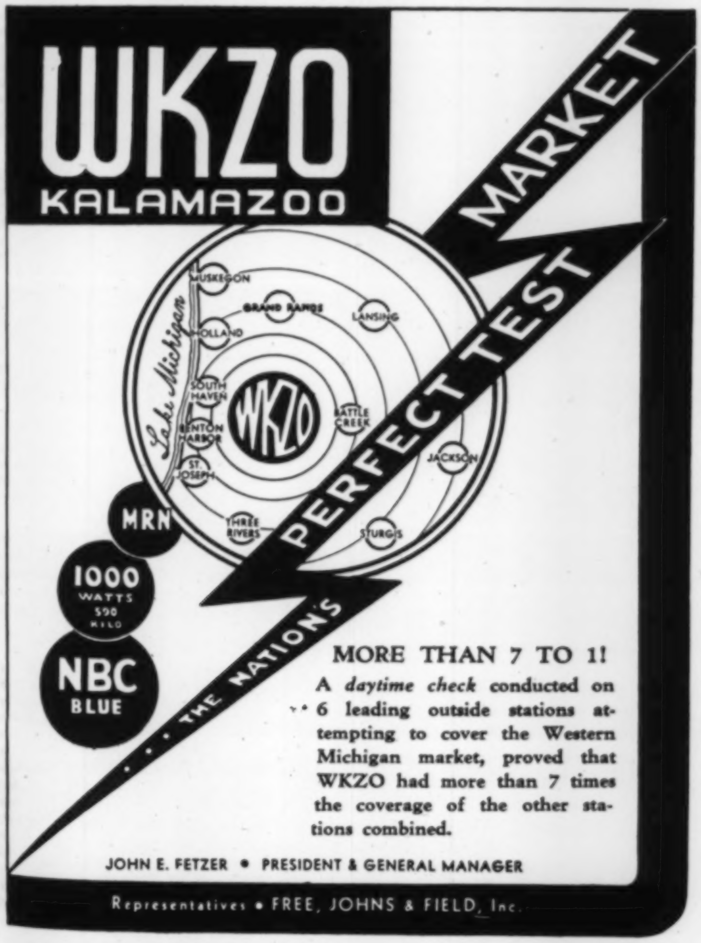
RESIGNATION of Paul M. Segal, Washington attorney, as chairman of the Committee on Professional Ethics and Grievances of the Federal Communications Bar Association was announced bv the Executive Committee Dec. 7. His successor has not yet been appointed. At its meeting, the Committee approved 13 new members, bringing the total to 153 or substantially over one-third of all lawyers admitted to practice before the FCC.

Louis G. Caldwell, president, was selected as delegate to represent the organization in asking for recognition by and representation in the newly-formed House of Delegates of the American Bar Association. This matter will be presented at the first meeting of the House of Delegates to be held in Columbus Jan. 5.

A number of changes in FCC regulations designed to remove certain defects were considered at the meeting. These were presented by Horace L. Lohnes, chairman of the committee on practice and procedure. A further meeting of the committee will be held during December to take final action on this report.

Maybelline Back on NBC

MAYBELLINE Co., Chicago (eye lash coloring) resumed network radio Dec. 6, Sundays, 4-4:30 p. m. on a special NBC-Red hookup of 16 stations, including Pacific Coast Red. Freddy Martin's orchestra is the talent, series signed for 52 weeks. Cramer-Krasselt Co., Milwaukee, is agency.

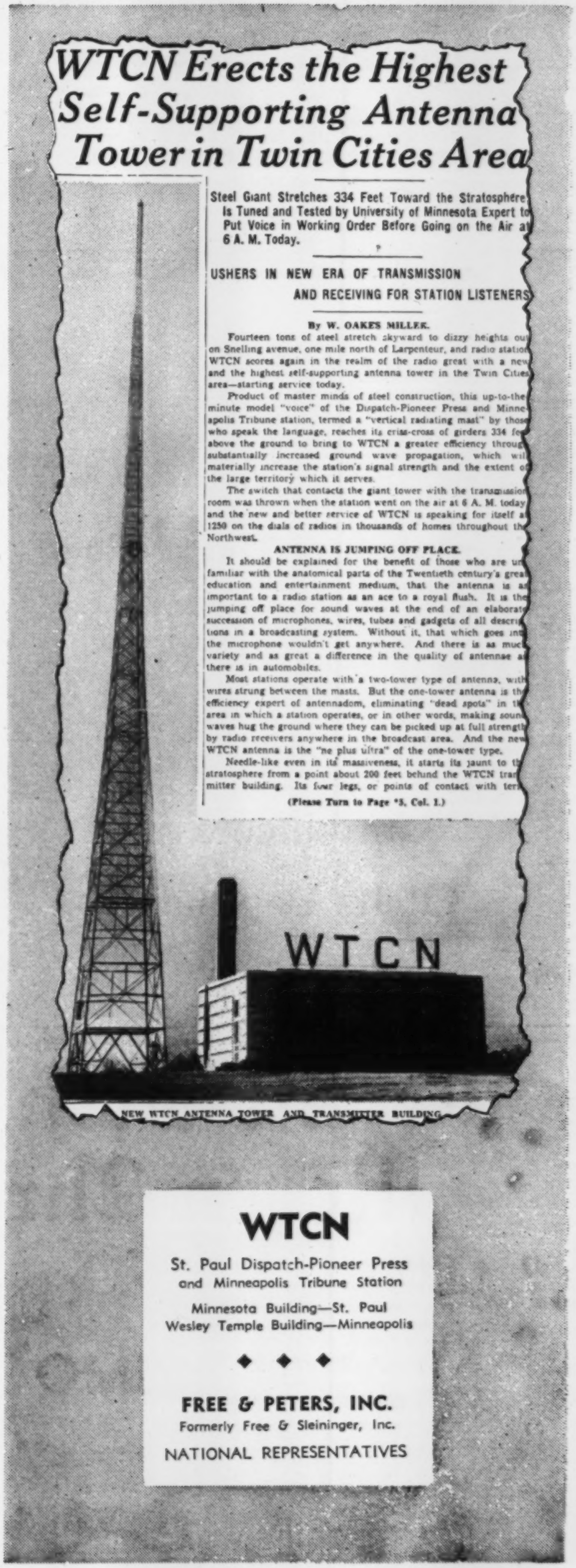


MORE THAN 7 TO 1!

A *daytime check* conducted on 6 leading outside stations attempting to cover the Western Michigan market, proved that WKZO had more than 7 times the coverage of the other stations combined.

JOHN E. FETZER • PRESIDENT & GENERAL MANAGER

Representatives • FREE, JOHNS & FIELD, Inc.



WTCN Erects the Highest Self-Supporting Antenna Tower in Twin Cities Area

Steel Giant Stretches 334 Feet Toward the Stratosphere; Is Tuned and Tested by University of Minnesota Expert t Put Voice in Working Order Before Going on the Air a 6 A. M. Today.

USHERS IN NEW ERA OF TRANSMISSION AND RECEIVING FOR STATION LISTENERS

By W. OAKES MILLER.

Fourteen tons of steel stretch skyward to dizzy heights ou on Snelling avenue, one mile north of Larpenteur, and radio statio WTCN scores again in the realm of the radio great with a new and the highest self-supporting antenna tower in the Twin Cities area—starting service today.

Product of master minds of steel construction, this up-to-the minute model "voice" of the Dispatch-Pioneer Press and Minneapolis Tribune station, termed a "vertical radiating mast" by thos who speak the language, reaches its criss-cross of girders 334 fe above the ground to bring to WTCN a greater efficiency throug substantially increased ground wave propagation, which wil materially increase the station's signal strength and the extent o the large territory which it serves.

The switch that contacts the giant tower with the transmissio room was thrown when the station went on the air at 6 A. M. today and the new and better service of WTCN is speaking for itself a 1250 on the dials of radios in thousands of homes throughout th Northwest.

ANTENNA IS JUMPING OFF PLACE.

It should be explained for the benefit of those who are u familiar with the anatomical parts of the Twentieth century's grea education and entertainment medium, that the antenna is a important to a radio station as an ace to a royal flush. It is the jumping off place for sound waves at the end of an elaborat succession of microphones, wires, tubes and gadgets of all descri tions in a broadcasting system. Without it, that which goes in the microphone wouldn't get anywhere. And there is as muc variety and as great a difference in the quality of antennae a there is in automobiles.

Most stations operate with a two-tower type of antenna, with wires strung between the masts. But the one-tower antenna is th efficiency expert of antennadom, eliminating "dead spots" in t area in which a station operates, or in other words, making soun waves hug the ground where they can be picked up at full strengt by radio receivers anywhere in the broadcast area. And the ne WTCN antenna is the "ne plus ultra" of the one-tower type.

Needle-like even in its massiveness, it starts its jaunt to t stratosphere from a point about 200 feet behind the WTCN tra mitter building. Its four legs, or points of contact with ter

(Please Turn to Page *5, Col. 1.)

NEW WTCN ANTENNA TOWER AND TRANSMITTER BUILDING

WTCN

St. Paul Dispatch-Pioneer Press
and Minneapolis Tribune Station

Minnesota Building—St. Paul
Wesley Temple Building—Minneapolis

◆ ◆ ◆

FREE & PETERS, INC.
Formerly Free & Sleininger, Inc.
NATIONAL REPRESENTATIVES

Homeopathic Expands

IN ADDITION to the Tuesday and Thursday, 5:45-6 p. m., programs which began on seven eastern NBC-Blue network stations on Dec. 1, Homeopathic Medicine Co., New York (remedies) the sponsor on Dec. 6 added a Sunday, 10:15-10:30 a. m. period. The same talent, Peter DeRose, May Singhi, and Andy Sinella, is used on all three programs. Biow Co. Inc., New York, has the account.

WOKO
BASIC
CBS OUTLET
ALBANY, N. Y.

◆

A Trial Will
Convince You
Of Its Popularity

Copyright-Free Library of 800 Hours To Be Offered Jan. 1 by Lang-Worth

A SUBSTANTIALLY enlarged library of copyright-free programs, embracing 200 program hours divided into 800 separate 15-minute periods, will be offered by Lang-Worth Feature Programs Inc. effective Jan. 1, according to announcement Dec. 2 by C. O. Langlois, general manager.

The new library, Mr. Langlois declared, will be available in transcription and continuity form, and will embrace the first and second series of copyright-free works offered by the company since August, 1935. Some 50 stations, he declared, already are subscribers to the library, which has been recorded by RCA Mfg. Co., New York.

When the initial series was offered last year, marking a departure in transcription production, Mr. Langlois asserted, the library embraced only 10 programs of 15 minutes each. The copyright-free service now has been built up to the point where the primary library includes 600 individual selections used in 130 15-minute recordings. As of Nov. 1, Lang-Worth began distribution of its second series, which will be augmented with 45 new selections monthly, or 10 new 15-minute programs.

"As of Jan. 1," Mr. Langlois declared, "we will guarantee 200 actual playing hours of different types of programs, all in the public domain in the United States and therefore free of payment of royalties to copyright groups. We are hopeful that this library will be increased to 300 hours by the end of 1937. The vast majority of this music is also public domain throughout the world."

The entire service, said Mr. Langlois, is insured against copyright infringement by Lloyd's of London, which holds a $50,000 insurance policy for such protection, and the library also has been certified by Music Publishers Protective Association as copyright-free in the United States.

Rates for the public domain service range from $3.75 to $7.50 per 15-minute program, Mr. Langlois said.

MOON GLOW COSMETICS Ltd., Los Angeles (cosmetics) will launch an unannounced series of programs on 5 NBC Pacific-Red stations beginning Dec. 29, Tuesdays, 5:45-6 p. m. Series will run for 13 weeks and was placed through Emil Brisacher & Staff Inc., Los Angeles.

WBNO Crew Arrested For Racing Broadcasts

NEW ORLEANS police, acting under a state law passed by the legislature at the behest of the late Senator Huey Long, making it a felony for a radio station to broadcast racing results, punishable with a fine of from $1,000 to $3,000 in the discretion of the trial judge, arrested J. E. Richards, president of WBNO, and Jack Halliday, announcer, on Thanksgiving Day at the opening of the winter racing season at the Fair Grounds. Both are at liberty, and the case has not as yet been set for trial but will probably come up at the January term of one of the criminal courts.

The police charge Richards was forwarding at regular intervals detailed information on the races to his station. The announcer, police said, was seated outside the race track where he was viewing the races and looking at the result board through binoculars, and then announcing the information he had obtained over a WBNO microphone. It was to him, police say, that Richards was sending details that Halliday could not obtain through binoculars. Richards said his station was only getting the news of the races, not prices or run-downs. The operator of a rooming house near the track was also arrested because he rented a room to the WBNO men.

Union to Support Bills

FOUR BILLS sponsored by the American Civil Liberties Union at the last session of Congress will be supported by the Union at the forthcoming session convening in January, according to announcement Dec. 7 by Roger N. Baldwin, Union director. The bills, he said, are designed to insure greater freedom on the air by setting aside definite periods for presentation of public issues, without censorship, for guaranteeing fair treatment of controversial issues, for freeing stations from legal liabilities for utterances on such programs and requiring all stations to keep a record of time granted and refused. The bills were introduced at the last session by Rep. Byron N. Scott (D-Cal.).

Cribb to WSAU

WAYNE W. CRIBB, commercial manager of WRJN, Racine, Wis., for the last four years, has been named general manager of WSAU, Wausau, Wis., new 100-watt daytime station which is expected to begin operation within a month, according to announcement Dec. 7 by W. E. Walker, president of Northern Broadcasting Co. Inc. New studios are being established at 113-115 Third St. Prior to joining WRJN in 1932, Mr. Cribb was in the newspaper field.

NELSON EDDY's CBS program for Vicks weekly from Hollywood is now originating at the RCA sound studios until completion of the new CBS Hollywood studios.

We all wish you a
Merry Christmas

NBC
KWTO-KGBX
SPRINGFIELD MO.
KCMO
KANSAS CITY MO.
WTMV
E. ST. LOUIS

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO
"Voice of Longview" – TEXAS

Polly the Shopper

(*Continued from page 20*)

maintain audience faith and loyalty.

The conductor must work closely with each advertiser.

She mustn't recommend anything on the air that she wouldn't have or buy herself.

She must not "talk down" to the woman at home, because the listener will know it and resent it.

She must see and judge every piece of merchandise before she talks about it on the air.

The material must be made to sound as "uncommercial" as possible.

The conductor must realize that the woman of today is not the household drudge of years ago—that she is modern, fun-loving, and that she's pretty well schooled in all the tricks of the tradesmen.

The conductor must do everything she can to help the person with money to spend to spend it wisely.

Here is a concrete example of Polly's alertness to the service of listeners and advertisers. During the August fur sales, one woman wrote to Polly asking how to pronounce a fur trade name. She also wanted to know exactly what it was. Polly immediately told her listeners that she would get up a fur review if they were interested. Hundreds of requests came in the very next day, and Polly, after infinite toil and considerable research, prepared a long, three-page mimeographed account of furs—types, trade names, animal, wearing quality, appearance and approximate selling prices. These were sent without charge to all who asked for copies. The job must have been done well, for many women wrote in, expressing their thanks, and saying that they had never before had such helpful information on furs.

Sold in Advance

KSTP has many reasons to believe that Polly is on the right track. Many local accounts which started with just three broadcasts per week are now regularly using their own five and 15-minute programs. Polly is often used as special announcer on these shows. The salesmen, too, are glad to sell her program, because they are relieved of all contacting and copy details, and the account is bound to be clinched as a radio advertiser and booster. And again, from the station point of view, advance bookings on this program are well along into the year of 1937.

Polly is on the air each morning, from 9 to 9:15. She covers a maximum of six accounts each day, and no account is permitted to use her program more than three days per week. This keeps the accounts as well as the copy from being "set", and no listener can possibly anticipate what she will hear when she tunes in this program.

KSTP's Polly loves her job. To her each daily 15 minutes on the air is a brand new adventure—she feels she's talking to old friends, and making new ones, and she's determined to keep faith with them—to bring them news that's happy, helpful, and she brings it with a combination of sincerity and enthusiasm that we feel is the basis of her outstanding success.

FORD MOTOR Co., Detroit, plans to retain its CBS and NBC-Blue half-hour periods after the Fred Waring three-year contract expires Dec. 29 and has asked the networks to suggest new programs.

AGAIN cooperating with the Associated Press, NBC on Dec. 31, with Graham McNamee announcing, will dramatize the AP editors' selections of the *Headlines of 1936*, the 10 most spectacular news stories of the year.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

•

Biggest Market for Burley Tobacco

— in North Carolina, now opening in Asheville. A big stimulus to mid-winter retail business—when it's dull most everywhere else. Use WWNC and blanket this prosperous area!

WHAT THEY THINK

CBS Series to Get Views on Topics of the Day

FOUR experimental programs in which controversial subjects will be discussed will be broadcast by CBS in collaboration with Northwestern U and University Broadcasting Council of Chicago, starting Dec. 21, Mondays, 10:30-11 p. m. They will be titled *What Do You Think?*

Programs will open with an announcer stationed on Michigan Ave., Chicago, who will question passersby on the subject to be discussed. The program then will shift to the home of Prof. John Eberhart, of the Northwestern psychology department, where a group of students and instructors will discuss the issues. Included in the four topics will be "Must Machines Pay for Unemployment?", "Should Professors Be Politicians?" and "Would You Benefit From Fascism in America?"

WARD BAKING Co., New York (Ward bread & rolls) is planning to place 13 one-minute WBS transcriptions through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

national foreign
language broadcasting
service

**representing
outstanding foreign
language stations
throughout the
United States**

viola & furman
152 w. 42nd st., new york

UNDELIVERED *and* UNCLAIMED

NO OTHER BASIC network station delivers primary coverage throughout the WOWO primary area—or even claims to.
Without WOWO all network coverage maps record incomplete coverage of the rich and responsive tri-state market (27 counties in Indiana, 12 in Ohio and 6 in Michigan) which is WOWO's radio community.
To the 429,000 families (owning 287,780 radio sets and buying $295,000,000 of merchandise annually) in this community, WOWO is their home town station; 1160 kc. their radio main street.

WOWO *the* HOOSIER STATION

Westinghouse Radio Stations, Inc. Fort Wayne, Ind.
10,000 Watts CBS 1,160 KC.
E. KATZ SPECIAL ADVERTISING AGENCY

Parker Bros. in East

PARKER BROS., Salem, Mass. (parlor games) formerly a big user of magazines, has placed a campaign of live one-minute announcements in approximately 12 cities east of the Mississippi. On WCAU, Philadelphia a five-weekly five-minute sports program is broadcast. Monopoly is the game receiving the most promotion. Agency is John W. Queen Advertising, Boston.

PAT BARRETT, who is *Uncle Ezra* to the listeners to rural comedy programs on NBC three evenings weekly for Alka Seltzer, has written a book of his sayings and observations, which was published Dec. 6 with the title *Howdy E'vybuddy*, after his familiar radio greeting. Book sells for $1.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT
DULUTH & SUPERIOR

●

And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

KSTP PROMOTES TRANSMITTER

Bottle Collars, Medallions, Door-Knob Tags Included In Elaborate Announcement Drive

KSTP MEDALLION — A bronze paperweight, designed for lifelong service, which went out to clients and agencies, is part of an extensive promotion campaign launched by KSTP, St. Paul, for the inauguration of its new $300,000 transmitter.

WITH the backing of an extensive promotion campaign, KSTP, St. Paul, went on the air Nov. 30 with its new $300,000 transmitter. In addition to the promotion drive to acquaint the entire Northwest with the opening of the new installation, a sweeping follow-up campaign was planned by Ray Jenkins, KSTP general sales manager, which will run far into 1937. Included will be a new type of listener survey, developed exclusively by Mr. Jenkins, which will include: Issuance of a new standard market data book for the Northwest area; a 10-day broadside of "Sales Tales", featuring the new transmitter; and the placing in stores and other establishments of a new series of listen-in posters for clients, featuring the new transmitter.

Among the features of the promotion campaign was the capping of all milk bottles in the Twin Cities area on the day of the transmitter opening. The bottle hangers, carrying a special tiein with one of the station's clients, the Chocolate Products Co., makers of Stillicious, not only informed listeners of the transmitter opening, but carried a tiein with the company's *Buddy & Ginger* broadcasts.

Tags and Teasers

THREE days after the transmitter opening, 1330 carriers of the magazine *Liberty* put 100,000 "Stop" tags on every doorknob in Minneapolis and St. Paul. The day was chosen because of the *True Story Court* broadcasts on KSTP that evening. Again the tag carried the dual message of the broadcast itself and the transmitter opening. For their work in hanging the knobs, the youths were given a special theatre party in Minneapolis the following Saturday. Another angle of the campaign was the planting of a week-long series of "teaser" ads, 2 x 8, in the *Minneapolis Journal*, with a full-page ad on Sunday, tied in directly with the Christmas idea — KSTP's gift to the Northwest. Also featured was the distribution to clients, agencies and others of an elaborate bronze paper weight carrying a picture of the new transmitter building on the face.

The campaign was backed up with the distribution of 22 x 28 replicas of a Western Union telegraph blank, carrying on its face the reproduction of a series of congratulatory telegrams to the station from prominent NBC stars, including Jessica Dragonette, Fred Waring, Fred Allen, Ed Wynne, Paul Whiteman, Stoopnagle and Budd, Jack Benny, and others.

The new transmitter, centrally located between the two cities, includes among its features: A 363-foot uniform cross-section antenna; an auxiliary transmitter for emergency use; room for additional transmitters to care for the station's expansion program, a specially designed trouble supervisory system for the location and automatic rectification of trouble; a sound-proofed control room to insure proper and accurate monitoring of all programs by transmitter engineers. The new transmitter gives the station increased coverage.

Stooge on the Street

INSERTING an element of surprise comedy into the straight question and answer procedure of its *Man on State Street* vox pop program, broadcast 11:30-11:45 a. m. weekdays on WGN, Chicago, the Sawyer Biscuit Co., Chicago (cookies and crackers), has added the "stooge of the week", who interrupts the interviewer with silly questions and answers and otherwise heckles him to the amusement of the audience. The heckler is changed weekly, with a different character type used from week to week so as to avoid too frequent repetition of the same kind of comedy. Credit for this innovation in man-on-the-street shows goes to Nelson Shawn, radio executive for Neisser-Meyerhoff Inc., Chicago, agency placing the Sawyer advertising.

200,000
Entries in 8 Weeks

OVER 200,000 ENTRIES were received in the Football Contest sponsored by the Bottled Coca-Cola Dealers of Texas and broadcast twice weekly over WFAA-WBAP, 6:30-7:00 p. m.! Pictured above is just one week's evidence that 800 kilocycles is the favorite "spot" on radio dials in the Southwest's prosperous homes.

50,000 WATTS

WFAA - WBAP
DALLAS FT. WORTH

National Representatives: Edw. Petry & Co., Inc.

WNOX

Offers Its
Facilities and
Listening-Audience
To The
ADVERTISER
Interested in This
$117.745,000
MARKET
●
KNOXVILLE, TENN.

B
O
U
N
D

To Give
Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID
(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

Ward Baking Shift

WARD BAKING Co., New York (Ward's bread & rolls) on Dec. 14 renewed *News of Youth* on 19 CBS stations and shifted the time to Mondays, Wednesdays, and Fridays, 6:15-6:30 p. m. The program has been on CBS for two years, in which time the number of stations has been doubled. In the first five months 1,000,000 members were enrolled in the *Scoop Ward Press Club* a feature of the program at that time. The 13-week renewal was placed through Fletcher & Ellis Inc., New York.

Bell Rate Cut Spots

NEW YORK TELEPHONE Co., New York, on Dec. 7 began a 52-week series of announcements on the WOR *Martha Deane* cooperative program, three times weekly. The announcements cover all the services offered by the telephone company and include mention of the new reductions in toll rates. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Sweetheart Soap on CBS

MANHATTAN SOAP Co., New York (Sweetheart soap) will sponsor Allen Prescott, in *The Wife Saver*, a new series of daytime programs on 19 CBS stations beginning Jan. 13, Wednesdays and Fridays, 9:30-9:45. The program will be heard as far west as Kansas City and is signed for 52 weeks. Peck Adv. Agency Inc., New York, has the account.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ______$50.00
Hollister Crystal Co.
WICHITA, KANSAS

NEWS TIEUP—Although KVOR, Colorado Springs, was recently acquired by the *Oklahoma City Oklahoman* interests, which also own WKY, Oklahoma City, and KLZ, Denver, a close relationship between the station and the *Colorado Springs Gazette* and *Telgraph* was cemented this month with the inauguration of a news service furnished by the newspaper. T. E. Nowells, publisher of the newspaper, pictured before the microphone, sits on the board of directors of the station, although he votes only 1% of the stock. Seated next to Mr. Nowells is T. W. Ross, news editor of the newspapers; in the background, at left, is Hugh B. Terry, newly appointed manager of KVOR, formerly of WKY, and, at right, William R. Moore, KVOR news commentator.

Greyhound in West

A NEW commentary series titled *Romance of the Highwaus* is being recorded by Pacific Greyhound Lines Inc., San Francisco (bus line) for placement on KMJ, Fresno, and a list of other California stations not yet announced. Titan Productions Inc., San Francisco, is transcribing the series which is being placed bv Beaumont & Hohman Inc., that city.

EVERY BROADCAST·NATION WIDE
BEFORE
1937
• BUY YOUR STATION TIME NOW AND PROTECT YOUR ADVERTISING DOLLARS AGAINST ADVANCES IN RATES AND SCARCITY OF POPULAR SPOTS. YOU, TOO, WILL CASH IN WITH VOLUME SALES FROM THE IMMENSE DAY AND NIGHT AUDIENCE.
WHAS
CBS BASIC OUTLET
LOUISVILLE, KENTUCKY
OWNED AND OPERATED BY THE COURIER-JOURNAL AND LOUISVILLE TIMES
epresented By
DWARD PETRY & CO.

To our present clients . . . .

To our future clients . . . .

OTHER STATIONS

To our contemporaries . . . .

To our friends everywhere . .
KDYL
SALT LAKE CITY
extends cordial
GREETINGS
of the Season
•
An N.B.C. Station
Representatives
JOHN BLAIR & COMPANY
Chicago — New York
Detroit — San Francisco

Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

HERE's one for the records: A certain big electric clock manufacturer in Chicago uses WCBD exclusively to arrive at his time calculations. "WCBD is on exact frequency virtually all of the time," he told us, "and has been that way for years."

* * *

"WEMP is a world-beater for results" says Stanley Mayer, boss of Klein and Company, Milwaukee jewelers. Mr. Mayer is using twelve 15 minute programs a week over WEMP.

* * *

Merited by popularity: WGES, WCBD and WSBC raised rates middle of last month.

* * *

The stations under our management have made this announcement nearly every hour in the last five or six years: "Be a good American citizen—support the laws of America—support your President! Be American—buy American!" We believe it's done a lot of good in a city where two-thirds of the population is of "foreign" extraction.

* * *

What kind of "radio" is this? A very "high-minded" Chicago radio station ran a sustaining skit for weeks. Unbeknown to the artists and announcer it was recorded as it was presented and then sold for sponsorship. I am told that at least one of those whose work was recorded heard the transcription over another station and asked the station if there was any money to be paid for the work. A flat and firm "No" was the answer.

* * *

It's kinda hard to close up books for the year. The job is easier, though, when we look back and see that we've made some real friends in 1936. To these new friends and all our old friends, we're deeply grateful for a fine year. Merry Christmas!

Gene T. Dyer

EQUIPMENT

GATES RADIO & SUPPLY Co., Quincy, Ill., has been named midwestern distributor of all transmitting and industrial tubes made by United Electronics Co., Newark, and is carrying a complete stock of low and high-powered transmitting tubes. Gates has just announced three new products for broadcast stations: Trio-Pre, a complete three stage preamplifier, three-channel mixer and power supply for operation with low-level microphones, available for rack mounting or in table-type cabinet; Announco-Mic, new type of crystal microphone with self-contained amplifier built into a cabinet similar to interoffice communicating systems and to be used for all studio or remote purposes; improved high-fidelity preamplifier for humless full response. reproduction with provision for variable input and output impedance for all existing types of microphones and mixers.

CONSTRUCTION of new studios of WKRC, Cincinnati, is proceeding rapidly and the modernization program is to be completed by February, when the new 5 kw. transmitter will be placed in operation. Three new studios will be provided, the largest accommodating 100 persons and including client-observation and audition room. Decoration will be modernistic and patterned after CBS studios in New York. Temporary studios are being used in the Hotel Alms, where the new quarters will be located. Transmitting equipment will be in a pent house.

WNOX, Knoxville, is installing a 1 kw. Western Electric transmitter with 5 kw. composite amplifier, together with a 500-foot uniform cross-section International Derrick & Equipment Co. vertical radiator. The station was equipped several months ago with new studios and technical equipment.

WCPO, Cincinnati, is being equipped with a new 250-watt Western Electric transmitter and new 200-foot International Derrick & Equipment Co. self-supporting vertical tower to be placed on a new site. Studios are being moved from the Hotel Parkside to the roof of the Daylight Bldg.

KVI, Tacoma, Wash., placed its new Western Electric transmitter, using 1,000 watts night and 5,000 day, into operation at Point Heyer on Vashon Island in Puget Sound. A 444-foot Truscon tower is used, with an airplane beacon that can be seen both in Seattle and Tacoma.

KGGC, San Francisco, is installing its new 100-250 watt RCA transmitter, under supervision of Andrew Mitchell, chief engineer.

COMMERCIAL RADIO EQUIPMENT Co., Kansas City, announces a companion unit to its FC-2 frequency control unit, giving it the designation FC-3. In addition to the combination heater oven-crystal oscillator unit of the FC-2, the FC-3 includes an 802 buffer amplifier stage capable of 15 watts output between 550 and 3000 kc. A catalogue is to be issued soon.

WCOA, Pensacola, Fla., has installed complete new studio equipment, including RCA microphones and triamplifier.

RCA MFG. Co., Camden, has issued catalogues describing its 44-B velocity microphone; the 77-A uni-directional microphone; a new de luxe transcription turntable, type 70-A; the type 72-A recording attachment.

KLS, Oakland, Cal., owned and operated by E. N. and S. W. Warner, has completed installation of a new 250 watt Western Electric transmitter. New high fidelity speech equipment has also been added and the station will shortly start construction of a 179-foot vertical radiator.

AN ELABORATE p. a. installation has been placed by Western Electric Co. in the mammoth Kansas City Auditorium, which has a seating capacity of 13,000 as well as other rooms and halls. A "projectolier" suspended from the ceiling in the main auditorium sprays sound over the entire room without time-lag interference or echo effect.

A NEW line of instantaneous recording machines has been introduced under the "Remco" trade name by Recording Equipment Mfg. Co., Hollywood, which announces four new types ranging from the "Babytone" model for home recording to the "Mastertone De-Luxe" for professional and studio use.

Peeg! Peeg! Peeg!

OLD McDONALD lost a pig in a blinding snow storm the other day and CKNX, Wingham, Ont., was asked to help find the missing animal. Twenty minutes after an announcement had been broadcast, a listener 40 miles away phoned to say that the porker was waiting to be claimed. Other "finds" bv CKNX recently include a stolen car and an escaped convict.

WHDL, Olean, N. Y., has placed in operation its new 250-watt Western Electric transmitter and 300-foot mast antenna, which it claims is the tallest self-supporting antenna in New York State.

For Complete Coverage of the Islands—
KGMB KHBC
HONOLULU HILO
Represented by Conquest Alliance Company

97 MILLION BUCKS
WE-UNS GOT BIG DOUGH TO SPEND!

Experts figure that the Red River Valley farm income alone will total 97 million dollars in 1936. That's a considerable pile of dough, and we know how to make it into layer cakes for smart advertisers. Want the recipe?

WDAY, INC.
N. B. C.
FARGO N. D.
FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT
Affiliated with the Fargo Forum

Success in Radio Is Said to Require Constant Training

School of Hard Knocks Found To Have Its Shortcomings

By HAROLD BRATSBERG

Announcer and Continuity Writer
KFRC, San Francisco

A WIDELY-READ New York columnist was "shocked" the other day to learn of a "School for Radio Announcers". He said that that was the first time he ever knew men became radio announcers on purpose!

His comment, of course, was all in fun, but it does illustrate the viewpoint seriously taken by a surprising number of listeners. They seem to think that announcers merely emulate "Little Eva" because the successful ones today sound so natural and fit into the picture so perfectly.

On the contrary, success in radio, as in every other field, demands a stiff price. True enough, none of my fellow-spielers has ever attended a special "School for Radio Announcers," so far as I know, but every one of them is an ardent student of the "School of Experience". Through great individual effort they have enhanced their native talents with months and years of training and practice. What's more, they're still studying! Radio is a hard taskmaster—hungry, exacting and ambitious.

Hit and Miss

SINCE it is a new and practically unexplored field, few hard and fast rules, as yet, have been developed. Programs, which have barely been approved by skilled production staffs, have made sensational hits on the air. Others, that have been launched with the twin blessings of money and talent, have proved only sooo-sooo. As a result, radio is forever hungry for new ideas—ideas that will satisfy the discriminating and varied tastes of a vast audience that "sees" all with ultrasensitive ears and imagination.

"A movie star," the beloved Will Rogers is said to have once observed, "is 'jest' as popular as his last picture!" The same thing is true in radio.

Radio executives and the fans themselves will not countenance a poor broadcast. I know several announcers whose names, a few years ago, were on everybody's lips. They're still as good today as they ever were, but, meanwhile, better men have come along and almost forced them completely off the air. These oldtimers can't maintain their popularity because their success was not built upon a solid enough foundation, in many cases lacking sufficient education. Radio exacts the very best for every broadcast.

The entire world is served by radio today. Such inspiring progress has been made possible by brilliant visioning; by untold hours of scientific research and experimentation and by intelligent exploitation. Looking forward, major improvements in practically every phase of the industry are still being envisioned by our leaders. Then, too, many executives are intrigued by the possibilities of television, but just what the future will bring, of course, only the gods do know.

The very progress of which we are all so proud, however, may prove a boomerang. The great majority of radio employes realize that the spectre of technological unemployment is constantly hovering over each of us. Another threat to our security (but one that has our entire approval) is radio's wise policy of "up or out!" In other words, we must grow faster than, or at least apace with, the industry or be dropped.

"Luck" has been aptly defined as "preparation" meeting "opportunity". 'Most every announcer, including myself, is striving night and day to be among those "lucky" men who will be entrusted with the responsible positions of tomorrow.

Fred Waring startled the musical world recently with this confession: "I don't know what jazz is, but no other modern musician does either!"

Many of us feel the same way about radio. We frequently have to revise relatively long-established trade practices because of the welcome discovery and development of new facts and theories.

It's a great life—this radio business! As the ancient Chinese might have said: "You don't have to be 'nuts' to enjoy it, but, sometimes, it sure helps!"

J. G. F. THROUGHTON, since 1926 in the British Colonial Administrative Service, on Nov. 30 was appointed news editor of the British Empire shortwave radio service.

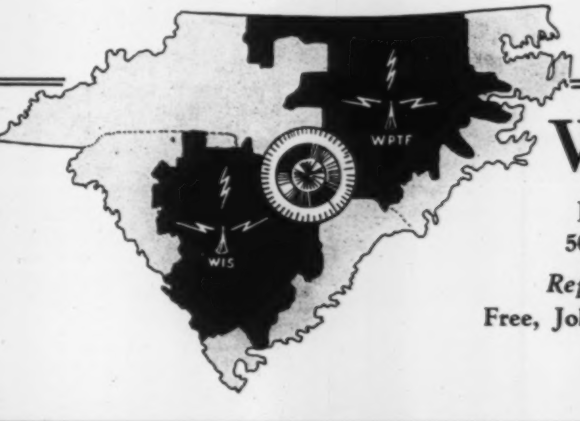
WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

The Carolina Combination
wishes you a
Merry Christmas

680
WPTF
560
WIS

and *ASSURES* *you*
A Happy New Year

if it will make you happy to reach the remarkably able-to-buy people who are the listeners in the WIS-WPTF intense coverage area. Put your selling message on the Carolina Combination and enjoy the greatest coverage of the able-to-buy Carolina population at the lowest rate. Sold at *one* low rate these two stations warrant your first consideration in the Carolinas.



WIS
Columbia S. C.
5000 WATTS

WPTF
Raleigh N. C.
5000 WATTS
Represented by
Free, Johns & Field, Inc.

Building a Successful Small Program

Audience Selection, Intimate Approach, Rendering of Service, Emotional Factor and Action Are Needed

By JOHN M. DOLPH

CBS Pacific Coast Sales Manager

FOR THOSE who have gravy in the pocketbook as well as on the vest, the big show is just what the M. D. prescribed. But for the little fellows who want to use some radio without bringing the auditing department in tearing his hair, the small show offers a chance to sell efficiently and economically. Mr. Dolph went into this interesting subject at the recent San Francisco Advertising Club radio departmental in which the NAB Pacific Sales Managers Division participated. His speech is excerpted herewith. Some illuminating tips are divulged.

ALL AROUND us we hear the disgruntled cry that "radio has turned into a mighty competition in spending money!" Perhaps there's something in that cry where advertisers of a certain sort are concerned. We've had spending races before in other fields, but one thing is certain, radio is continuing to produce the most amazing results in the history of advertising for those who have courted her wisely and thoughtfully. We hear the plaint: "How can I hope to compete with these tremendous shows? My business is limited in scope."

The radio receiver is becoming, and very rapidly may I add, a casual part *of* daily life, yet rendering a major contribution *to* daily life. At first *glance* this seems a discouraging prospect. Perhaps it indicates that radio broadcasting is playing a less important part than formerly. After all, people used to leave their sets on 10 or 15 hours a day. But the real answer, it seems to me, is that radio is only now being accepted as an adjunct to better living. Its very loss of novelty as a device is a direct measure of its gain in importance as a source of information, education and entertainment. Radio is losing a considerable number of listening hours of extremely casual attention and gaining a quality of attention and interest which makes it a more profitable, more measurable and more nearly predictable advertising medium.

Step Aside, Ratings!

I HAVE no formula for an inexpensive, lightly exploited show which will win a high rating. If you're going to make me sell merchandise inexpensively, efficiently and, at the same time, shout for more rating, I'll turn in my leggings to the scoutmaster and go home. Popularity ratings are a measure, if we may concede them as accurate measures of mass attained, not results obtained. Ratings cost money. The problem is one of mass attention versus listener influence. The mass attention show is the big show. It scatters its entertainment with lavish hand, then strives for enough listener influence to cash in on the tremendous audience it has built.

The successful small show is built primarily for listener influence, then strives to broaden its audience enough to make it profitable. The mass attention show buys its interest by paying for people in whom the listener is already interested due to their previous public activities. The listener-influence show manufactures its interest by attaching itself firmly to subject matter already interesting or important to the listener.

The show, big or small, must have a quality of interest. It may be broad and casual interest, or it may be the fanatical interest of a limited group, but it must have interest. You must either buy it or make it. If you have enough distribution and enough money, and a mass product, you may buy it profitably. If you have limited distribution and the attendant limited advertising funds, you must make it, and I should like to build up a sort of yardstick against which to measure the small show.

First it must select the audience it wants. Not how many, but what kind; how many will take care of itself. A study of the cross section of our radio audience shows a stratified mass group of enormous proportions, made up of layers of class markets in varying income groups, rental classifications and living habits. The small show must select somewhat carefully and rather narrowly, the audience it wants. Shoot at it and keep shooting at it. Otherwise, instead of a listener-influence show, we have an inadequate mass-audience show and immediately throw ourselves into competition with the big appropriations. I have heard people speculating as to why hillbilly shows were so effective for certain sorts of merchandise. I think the answer is rather simple. The people who like mountain music, like the people who like other strong flavored pastimes like Mozart, cross word puzzles and knock knock, don't fool around much with lesser diversions and would gladly walk a mile for their favorite brand.

The same goes for stamp clubs, dog-raising, gardening, horse-racing, care of children, fishing, home decoration and trick cooking. The more specialized the interest, the narrower the audience and the more positive the listener-influence. As an example, if Dick Powell started devoting his entire show to the care and training of hunting dogs, he'd lose audience by the million. But at the same time there *would* be a couple of million people who would settle back to listen and say, "Well, there's a young fellow with some sense". So the successful small show doesn't need Dick. It needs a carefully selected audience. Second, your successful small show must avoid sounding pretentious and important. Leave that to the mass show. There are several pretty well founded reasons for this, the principle reason being a characteristic of radio which is as basic as the medium itself. Radio is a living room show. Its total audience consists of a man, his wife and, at most, a couple of children. A radio show may do one of two things. It may come into the living room and make itself welcome in a gracious intimate way, or it may take the family *out* of their living room as to the theatre. Fanfares have no place in the living room and should be avoided in actuality or in spirit in the "direct-address" or personal, living-room show.

For Kennel and Kitchen

THE MASS show, more often than not, is an out-of-the-home performance and often benefits from the pretentious and spectacular attitude. A listener-influence show should go about its work more quietly. Perhaps I'd better amplify a bit what I like to call the "out-of-the-home" show. It is the type of performance to which you figuratively *go*. It doesn't come to you. It's the pull up the chairs and arrange the living room type of show, usually a program of extremely high entertainment importance and name value. On this type of show, remarks directly addressed to the listener partake of the quality of public announcements rather than conversation, largely because here the listener has the feeling of being part of an audience rather than part of the show.

Third, the successful small show should render a definite service. It must have the quality of making the home into which it comes a more pleasant place to live. That service might be accomplished by ridding the dog of fleas, by saving some steps in the kitchen, or simply

THE MOST POWERFUL STATION

DENVER
500 MI.
ST. LOUIS
560 MI.
KVOO
TULSA
660 MI.
DALLAS

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

HI, THERE! a
Merry Christmas
to you all from
1000 Watts
1260 Kc.
KGVO
Missoula
Montana
Affiliated with the Columbia Broadcasting System

STANDARD RADIO
INC
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

by livening up a dull hour of the day. The kids show renders a service to the mother by keeping them out from under her feet for a few minutes when she's busy. Probably the most outstanding kids show from the standpoint of results ever broadcast (and one of the least expensive) was built on this principle alone.

Human wants are rather simple, the psychologists tell us. They fall into four major groups. The desire to appear at an advantage in the eyes of our friends and neighbors; the desire to be protected from the dangers that beset us; the desire to accumulate something (usually money, but often simply old coins or bits of cracked chinaware), and last, the desire to do as little work and as much playing as possible. Pride, caution, accumulation and self-indulgence—if your small show can help its listener to further his progress in any of these simple wants, it is rendering a service which will be appreciated.

The fourth and fifth steps of the yardstick must be considered together, for they apparently contradict each other. One is contrast and the other is familiarity. In the psychology laboratory the attention value of an object has been shown to gain or lose in direct proportion to its contrast with objects appearing before, at the same time or after it. This is distinctly true of the radio show.

Though the idea of the presentation may not be original, it can, and should be presented in a way that marks it as *your* show and not any one of many others. Sometimes, instead of searching like mad for a brand new idea for a show, we can do a better and more effective job by taking our old and tested idea and framing it in a new way. Achieve it as you can and will, contrast is important. But so is familiarity important, for familiarity is a product of experience. Familiarity doesn't always breed contempt. It stimulates attention and heightens interest and belief.

Why, Look Who's Here!

YOU'VE walked down the street, apparently seeing none of the faces about you. Then suddenly being conscious of seeing the face of a friend. A familiar face. Your attention has been snatched from complete oblivion to an active recognition and interest by the single quality of familiarity. So it is with the radio program. Especially the small show to which the pick-up, catch-as-catch-can audience is of so much additional benefit. Use familiar material in a contrasting way. As in teaching, perhaps I should say in other forms of teaching, advance from the known to the unknown rather than the other way about.

Sixth, the radio show should arouse emotion. Please don't think I mean it must be mawkish and saccharine. Emotion comes in all sorts of packages — excitement, suspense, fright, laughter, hunger, sympathy, anger, curiosity — all these are emotions. So it isn't enough just to schmaltz up the script with soft G string melodies and let it go at that. The interest value of anything, up to and including the successful small radio show partially depends on the emotion it arouses.

GOLDEN EAGLE—This huge bird was shot in Lower California, Mexico, by C. Ellsworth Wylie, president of the Los Angeles advertising agency bearing his name. Wylie felled the eagle as it was swooping down on some ducks.

Finally, the successful small show should invite action. The course of all human activity follows the route we have already outlined here. Attention, interest, emotion and action. Since all human activity follows the same course, and since the ultimate end of the effort is to achieve the action of buying, give the listener something to do, something either for himself or for you, or both. This is the special privilege of the listener-influence show, the small, selected-audience show. It is usually denied the mass-audience show because of its lack of a least common denominator of interest throughout the group. The small production, on the other hand, has selected a special interest group and is capitalizing on that special interest.

I know of several programs which cost very little, had low popularity ratings, but sold merchandise all over the place. But whether your little show becomes big or not, so long as it continues to yield returns proportionate to its cost, never mind its ratings. Don't change it. Don't try to heap importance on it. Let it continue to select its own listener-influence audience. Keep it freshly contrasting to other shows of its type. Keep it rendering a service of some sort to the listener. Keep its material familiar. Keep in it the quality of emotion and give your listener something definite to do. It's my honest belief that, if your small show can measure up to those rather simple requirements, it can't miss.

Whoops, a Fire!

WHENEVER there is a fire in Rochester, Minn., KROC automatically gets itself a sponsor. A local insurance company buys a spot for every blaze and KROC covers the outbreaks, with a fire siren as sound effect. The insurance sponsor advises listeners to get themselves some protection for their property.

1000 WATTS

VT. N.H.

WNBX

SPRINGFIELD, VT.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

CALI-
FORNIA,
HERE
WE DON'T
COME!

If you think you can cover California with Station WAVE you're ca-razy, dear friend. Vice versa, you can't cover the Louisville market with any station *outside* of Louisville . . . Because WAVE carries the best features of both Red and Blue N. B. C. Networks—the other local station carries Columbia—and people hereabouts are fairly smart: They won't dial to far-off stations when there are lots of good shows right here at home . . . Shall we send you *proof?*

National Representatives
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

WHAM, Rochester

Procter & Gamble Co., Cincinnati (Crisco), 22 *sa*, thru Blackman Adv. Inc., N. Y.

Vick Chemical Co., Greensboro, N. C. (Vaporub), 22 *sa*, thru Morse International Inc., N. Y.

Regional Advertisers Inc., New York (gas appliances), 2 weekly *t*, thru McCann-Erickson Inc., N. Y.

Dodge Bros. Corp., Detroit (autos), 10 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

Pinex Co., Fort Wayne (proprietary), 14 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

Ford Motor Co., Detroit, 9 *sa*, thru McCann-Erickson Inc., N. Y.

Household Magazine, Chicago, 3 weekly, *t*, thru Presba, Fellers & Presba Inc., Chicago.

Olson Rug Co., Chicago, 3 weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.

WEAN, Providence

R. G. Sullivan Inc., Manchester, N. H. (7-20-4 Cigars), 126 *sa*, thru Broadcast Adv. Inc., Boston.

New York, New Haven & Hartford Railroad, Boston (transportation), 1 *sa*, thru Dowd & Ostreicher Inc., Boston.

Baird-North Co., Providence, 21 *sa*, thru George W. Danielson, Providence.

Dr. J. F. True & Co., Auburn (Dr. True's Elixir), 1320 *sa*, thru S. A. Conover Co. Inc., Boston.

WIP, Philadelphia

Westinghouse E. & M. Co., E. Pittsburgh (refrigerators), 2 daily *sa*, thru Fuller & Smith & Ross Inc., Cleveland.

Penna. Finance Co., Philadelphia (loans), 6 weekly *sa*, thru Horace L. Gross Adv. Agency, Philadelphia.

Justrite Co., Milwaukee (bird seed), weekly *sp*, thru Gustav Marx. Adv. Agency, Milwaukee.

KGO, San Francisco

Albers Bros. Milling Co., Seattle, (Friskies dog food), 2 weekly *t*, thru Erwin-Wasey & Co. Inc., Seattle.

Cycle Trades of America Inc., New York (bicycles), weekly *sa*, thru Greenleaf Co., Boston.

WLBF, Kansas City

Swift & Co., Chicago (All-Sweet oleo), daily *sa*, thru J. Walter Thompson Co., Chicago.

Drug Trade Products Inc., Chicago, daily *sp*, thru Benson & Dall Inc., Chicago.

WNAC, Boston

College Inn Food Products Co., Chicago (soups etc.), *sa*, thru Blackett-Sample-Hummert Inc., Chicago.

Florida Citrus Commission, Lakeland, (fruit), 78 *t*, thru Ruthrauff & Ryan Inc., Lakeland, Fla.

Starck Piano Co., Boston, 5 *sp*, thru J. L. Sugden Adv. Co., Chicago.

General Baking Co., New York (Bond Bread), 10 *ta*, 20 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

W. S. Quimby Co., Boston (La Touraine Coffee), 40 *sa*, thru Ingalls Adv., Boston.

RCA Mfg. Co., Camden (Victor Records etc.), 15 *sa*, thru Lord & Thomas, N. Y.

Eaton Products Inc., Cleveland (Perfection heaters), 5 *ta*, thru Meldrum & Fewsmith Inc., Cleveland.

William S. Scull Co., Camden (Bosco), 28 *sa*, thru Kenyon & Eckhardt Inc., N. Y.

Ford Motor Co., Dearborn, 5 *sa*, thru McCann-Erickson Inc., N. Y.

WIND, Gary, Ind.

Beneficial Management Corp., New York (personal loans), 7 weekly *sp*, thru Albert Frank-Guenther Law., N. Y.

National Tea Co., Chicago (stores), 52 *sa*, thru Dade B. Epstein Adv. Agency, Chicago.

Sears Roebuck & Co., Chicago (stores), 20 daily *sa*, thru Dade B. Epstein Adv. Agency, Chicago.

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 6 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.

Webster-Eisenlohr Inc., New York (Webster cigars), 6 weekly *sp*, thru N. W. Ayer & Son Inc., Philadelphia.

WAAB, Boston

Little Tree Farm, Framingham, Mass. (nursery), 4 *sa*, thru Harry M. Frost Co. Inc., Boston.

Pure Milk Dairy Products Co., Chicago (Gold-N-Rich cheese), 104 *sp*, thru Hanff-Metzger of Illinois Inc., Chicago.

Dr. E. T. Loftus, Boston (dentist), 40 *sa*, thru Leonard Etherington, Boston.

W. J. Connell Co., Boston (auto supplies), 7 *sa*, thru Scott Advertising, Boston.

Adam Hat Stores, New York, 1 *sp*, thru Glicksman Co., N. Y.

WICC, Bridgeport

New Haven Auto Dealers, Bridgeport, Conn., 4 *sa*, thru direct.

John F. Trommer, Inc., Brooklyn (beer), 12 *sa*, thru Cecil, Warwick & Cecil Inc., N. Y.

Ford Motor Co., Dearborn, 8 *sa*, thru N. W. Ayer & Son Inc., N. Y.

Triestine Olive Oil Co., Bridgeport, 300 *sa*, direct.

Kennel Food Supply Co., Bridgeport, 78 *sa*, direct.

KDKA, Pittsburgh, Pa.

Dairy Association Co. Inc., Lyndonville, Ver. (Kow-Kare, etc.), 32 *sa*, thru Hays Adv. Agency Inc., Burlington, Vt.

Hurley Machine Co., Chicago, 65 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KFOX, Long Beach

Kay Jewelry Co., Long Beach (jewelry), 5 weekly *t*, thru Sidney Garfinkel Adv. Agency, San Francisco.

WOOD-WASH, Grand Rapids

Procter & Gamble Co., Cincinnati (Crisco), 100 *ta*, thru Blackman Adv. Inc., N. Y.

Tinco Products Corp., Chicago (cleaner), 52 *sp*, direct.

Commercial Solvent Corp., Terre Haute, Ind. (anti-freeze), 2 weekly *sa*, thru Maxon Inc., Detroit.

Hamilton Carharrt Cotton Mills, Detroit (overalls), 26 *sa*, thru Harold Aarons Inc., Detroit.

Graham-Paige Motors Corp., Detroit (autos), 234 *sa*, thru U. S. Adv. Corp., Toledo.

Fintex Clothes, Cleveland, 312 *sa*, thru Advertisers Guild, Detroit.

WOR, Newark

Vick Chemical Co., Greensboro, N. C. (Vaporub, Batronol), 5 weekly *t*, thru Morse International Inc., N. Y.

New York Telephone Co., New York, 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Procter & Gamble Co., Cincinnati (Ivory Snow), 3 weekly *sp*, thru Blackman Adv. Inc., N. Y.

WMAQ, Chicago

Hotel La Salle, Chicago, 26 *sp*, thru Gale & Pietsch, Chicago.

Sterling Brewers Inc., Chicago (Sterling Ale), 13 *t*, thru Hays MacFarland & Co., Chicago.

RCA Mfg. Co., Camden (RCA radio receivers), 15 *sa*, thru Lord & Thomas, N. Y.

WJJD, Chicago

Sure Laboratories, Chicago (Sure), 30 *sa*, thru Selviair Brdcstg. System Inc., Chicago.

Chicago Daily News, Chicago (newspaper), 10 *sa*, direct.

National Tea Co., Chicago (stores), 52 *sa*, thru Dade B. Epstein Adv. Agency, Chicago.

KSFO, San Francisco

Washington State Apples Inc., Wenatchee, Wash., (apples), 7 *ta*, thru J. Walter Thompson Co., Seattle.

Vissas Co., Daily City, Cal. (liniment), 5 weekly *sa*, direct.

WBT, Charlotte, N. C.

American Oil Co., Baltimore (Amoco), 7 weekly *sa*, thru Joseph Katz Co., Baltimore.

Brooklyn Eagle

"Nobody ever complained about my singing in the nightclubs!"

WBZ-WBZA, Boston-Springfield

Boston & Maine Railroad, Boston (transportation), 28 *sa*, thru Doremus & Co. Inc., Boston.

Kester Solder Co., Chicago (Kester solder), 36 *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.

Aurora Laboratories Inc., Chicago, 156 *t*, thru Aubrey, Moore & Wallace Inc., Chicago.

American Pop Corn Co., Sioux City, Ia. (pop corn), 23 *sp*, thru Coolidge Adv. Co., Des Moines.

Aurora Laboratories Inc., Chicago, 97 *ta*, thru Aubrey, Moore & Wallace Inc., Chicago.

Kellogg Co., Battle Creek (cereals), 15 *sp*, thru N. W. Ayer & Son Inc., N. Y.

Cycle Trades of America Inc., New York (bicycles), 4 *sa*, thru Greenleaf Co., Boston.

RCA Mfg. Co., Camden (radios), 15 *sa*, thru Lord & Thomas, N. Y.

Ford Motor Co., (Somerville, Mass., Branch), 9 *sa*, thru McCann-Erickson Inc., N. Y.

F. B. Washburn Candy Corp., Brockton, Mass. (Waleco Candy Bar), 13 *sp*, thru Broadcast Advertising Inc., Boston.

Frye Co., Watertown, Mass. (Pancreo-Bismuth), 60 *sa*, thru Lawrence M. O'Connell, Springfield, Mass.

Johnson Educator Food Co., Cambridge, Mass. (Biscuits, etc.), 365 *sa*, thru John W. Queen, Boston.

Procter & Gamble Co., Cincinnati (Crisco), 50 *ta*, thru Blackman Advertising Inc., N. Y.

Kellogg Co., Battle Creek (cereal) 39 *sp*, thru N. W. Ayer & Son Inc., N. Y.

G. W. Van Slyke & Horton Inc., Albany (cigars), 7 *sa*, thru Moser & Cotins Inc., Utica.

Larus & Bro. Co. Inc., Richmond (Edgeworth tobacco), 13 *t*, thru Marschalk & Pratt Inc., N. Y.

Oxo Ltd., Montreal (beef cubes), 20 *sa*, thru A. McKim Ltd., Montreal.

New York Diesel Institute, Albany (Trade school), 24 *sa*, thru De-Rouville Adv. Agency, Albany.

A. H. Lewis Medicine Co. St. Louis (Tums), 26 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

A. H. Lewis Medicine Co., St. Louis (Tums), 130 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Stickney & Poor Spice Co., Charlestown, Mass. (spices), 3 *sa*, thru Badger & Browning Inc., Boston.

WEEI, Boston

Bulova Watch Co., New York, 1,092 *sa*, thru Biow Co. Inc., N. Y.

Procter & Gamble Co., Cincinnati (Drene), 13 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Edison Electric Illuminating Co., Boston, 10 *sp*, thru Doremus & Co., Boston.

Starck Piano Co., Boston, 156 *sp*, thru J. L. Sugden Adv. Co., Chicago.

Vick Chemical Co., Greensboro, N. C., (Va-Tro-Nol), 4 *sa*, thru Morse International Inc., N. Y.

R. H. White Co., Boston (department store), 13 *sp*, thru Chambers & Wiswell Inc., Boston.

KJBS, San Francisco

Provident Finance Co., San Francisco (finance budget plan), 12 weekly *sa*, thru Frederick Seid Adv. Agency, San Francisco.

Otoe Food Products Co., Nebraska City, Neb. (Morton House Date Pudding), 6 weekly *sa*, thru Long Adv. Service, San Francisco.

KYA, San Francisco

Drug Trade Products Inc., Chicago (proprietary), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.

KQW, San Jose, Cal.

Minra Inc., Oakland, (food supplement), weekly *sp*, thru Frank E. Cox & Staff, Oakland.

WABC, New York

Enoch Morgan's Sons Co., New York (Sapolio), weekly *sp*, thru Maxon Inc., N. Y.

RADIO ADVERTISERS

OTOE FOOD PRODUCTS Co., Nebraska City, Neb. (Morton House Date Pudding), has appointed Long Advertising Service in San Francisco to direct its northern California advertising and along with other media on Nov. 26 started a three-month test campaign on KJBS, San Francisco, using spot announcements six days weekly.

DR. PEPPER BOTTLING Co., New Orleans branch, has appointed Stone-Stevens-Howcott-Halsey Inc., also of New Orleans, to prepare advertising for the 7-Up, a lithiated lemon soda, now being pushed vigorously in the New Orleans territory. Small insertions on sports pages of newspapers, and spot announcements over WWL New Orleans are being used, with a series of motion picture films in preparation.

PURITY BAKERIES Corp., Chicago (Taystee bread and Grennan cakes), has named Blackett - Sample - Hummert Inc., Chicago, as its advertising agency. Radio will play an important part in future campaigns but so far the details have not been worked out.

E. H. HOFFMAN CANDY Co., Los Angeles, maker of 40 kinds of candy bars, has taken spots over KNX and KFWB, Hollywood, several times a day for a year. The Mayers Co.; Los Angeles agency, handles the account, with Larry Lewin as account executive.

GOLDBLATT BROS., Chicago (department store chain in and around Chicago), has assumed sponsorship of *The Golden Hour*, early morning program of recorded music, time and weather reports, on WGN, Chicago, Monday through Saturday, 7:30-8:30 a. m. Having recently attained the goal of every Chicago merchant, a store on State Street, by purchasing the Davis Store from Marshall Field & Co., Goldblatt is again following the Field formula in radio, for Field has sponsored *The Musical Clock* from 7 to 9 every weekday morning for more than six years, at first on KYW and now on WBBM, Chicago.

SHELL UNION OIL Corp., the parent company of the Shell group, has absorbed operations of Shell Eastern Petroleum Products Inc. and Shell Terminal Corp.

CORN OFF Co. Inc., Los Angeles, placing through General Adv. Agency, that city, is using spot radio.

HANFORD AIRLINES Inc., Kansas City, is placing radio advertising through Beaumont & Hohman Inc., Kansas City. The radio appropriation is $1,150.

BLISS ELECTRICAL SCHOOL, Tacoma Park, Md., has placed its account with Henry J. Kaufman Adv., Washington.

TROPHY AWARDED — Donald Davis (right), president of General Mills Inc., awards to Dr. Leon Levy, president of WCAU, Philadelphia, a trophy for outstanding service in increasing baseball attendance through General Mills baseball broadcasts. The award took place Dec. 2.

KINGS BREWERY, Brooklyn, is advertising through L. H. Hartman Co. Inc., New York.

KOHLER MFG. Co., Baltimore (cough syrup), has appointed U. S. Adv. Corp., New York, as agency and is considering use of radio.

DOMINO CITRUS ASSN., Bradenton, Fla., radio user, places advertising through DeRouville Adv. Agency, Albany.

COFFEE-ALL Inc., Jersey City (individual coffee portions) has appointed Wortman, Barton & Co., New York, to service its account. Radio and newspapers will be used after the first of January.

WARD REFRIGERATOR & MFG. Co., national headquarters, from its Los Angeles office, early in December produced a second series of transcriptions and will do another in January for direct placement on 70 stations. The programs are captioned *Icities and Oddities*. Production was done at Associated Cinema Studios.

BONNE BEL LABORATORIES, Cleveland, is placing through Baker & Baker Adv. Co., Akron, tests of what is said to be a national campaign for its cosmetic product. Five-minute interviews are being heard currently on WGAR, Cleveland.

ARISTO LABORATORIES, Cleveland, is understood to be planning a national campaign to expand distribution of Fairy Whip, now sold in the Midwest. A test announcement series is being broadcast on WGAR, Cleveland.

OMAHA FLOUR MILLS Co., Omaha (Omar flour, cereal) has placed its account with J. Walter Thompson Co., Chicago.

J. C. ENO Ltd., Buffalo (Eno Effervescent salts) has appointed Benton & Bowles Inc., New York, to service its account effective Jan. 1. Advertising plans will be announced after the first of the year but radio is believed to be included in tentative plans.

NEW ADVERTISERS taking time on the ABC network's *Intimate Review*, broadcast each weekday 9:30-10 a. m. (CST.), are Bernard Perfumers, St. Louis (Love Charm), thru Hilmer V. Swenson Co., St. Louis, and Lovely Lady Inc., Chicago (cosmetics), thru Kirtland-Engel Co., Chicago.

THEATERS ADV. Co., New York (cooperative picture house promotion) has appointed Arthur Fulton Co., New York, to handle its account. Spot radio will be used in the New England states after Jan. 1.

STANBACK Co., Salisbury, N. C. (proprietary) has added KMLB, Monroe, La., and WIOD, Miami, to its current radio series, using five-minute news program on KMLB and daily announcement on WIOD. J. Carson Brantley Adv. Agency, Salisbury, is agency.

KENNETH LAIRD, vice president and advertising manager, Weco Products Co., Chicago (Dr. West toothbrushes and toothpaste), was elected president of the Chicago Federated Advertising Club for 1937 at the meeting of Dec. 3. Other officers for the new year include: Lloyd D. Herrold, professor of advertising at Northwestern U, first vice president; Miss Ruth Proctor, assistant advertising manager, Northern Trust Co., second vice president; Virgil Angerman, publisher, *Science and Mechanics Magazine*, third vice president; A. E. Beirnes, secretary and treasurer, *Standard Rate & Data Service*, secretary; and Chester Price, advertising manager, City National Bank and Trust Co., treasurer.

SYNDICATED SCRIPTS!

We're here to do a job for you—

Why not get in touch with us?

STAR RADIO PROGRAMS

250 PARK AVENUE NEW YORK CITY

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.50
Double from $5.00

ACROSS FROM THE WHITE HOUSE

The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

STOP

LEAVES

From the Notebook of a Media Buyer

Steel production in the Pittsburgh area is up 32%.

Pittsburgh is the world's steel center. Other great industries make it a stable market.

Foods, chemicals, paper and printing are only a few of the many industries in Pittsburgh.

All industrial production in Pittsburgh was up 26% in November.

Pittsburgh, now more than ever, is one of America's first markets.

And Pittsburghers listen *first* to WCAE, the city's most popular station.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representatives · HEARST RADIO
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

AGENCIES AND REPRESENTATIVES

LOUIS DEAN, formerly manager of the radio department of Campbell-Ewald Co. of New York, has been named radio director of D. P. Brother & Co., Detroit, an affiliate of Campbell-Ewald Co. At present he is in Hollywood supervising production of the NBC *Irvin S. Cobb and His Paducah Plantation* program sponsored by Olds Motor Works, Lansing, Mich.

ROSS FEDERAL RESEARCH Corp., announces the appointment of Burton E. Donaghy to its New York sales division. Mr. Donaghy, who has been a field representative of Ross Federal during the last two-and-a-half years, was formerly with McGraw-Hill Publishing Co. and Kenyon & Eckhardt Inc.

We're going to town with ROCKFORD!

Bank Clearings 33% up

• • •

New Car Sales 18% up

• • •

Postal Revenues 17.4% up

• • •

Retail Sales 16.5% up

• • •

WROK

ROCKFORD, ILL.

1410 K.C. 500 Watts

J. STIRLING GETCHELL, president of J. Stirling Getchell Inc., New York, late in December will marry Miss Sarah Davis, daughter of Norman Davis, American diplomat.

MYRON KIRK, in charge of radio for the New York office of Ruthrauff & Ryan Inc., arrived in Hollywood late in November for four weeks in connection with the new Al Jolson program.

FLORENCE FREDERICKSON, formerly in the advertising department of Livingston Bros. Inc., San Francisco department store, has joined Sidney Garfinkel Adv. that city, as copy writer.

NORTHWEST FRUITS Inc., Seattle, through Izzard Co., that city, is contemplating use of radio for "Old Doc" apple, the over-riding brand used by the four big northwest apple cooperatives in a joint promotional campaign.

BERNARD DONNELLY, at one time production manager of McCann-Erickson Inc., San Francisco, has joined Howard E. Williams, Advertising, in that city, as account executive.

J. L. RAWLINSON, radio director of Morse International Inc., New York, is in Hollywood for a few weeks supervising the *Nelson Eddy* program sponsored by Vick Chemical Co. on CBS.

IRVING S. STROUSE has been appointed publicity director of J. P. Muller & Co., New York. Mr. Strouse formerly had his own publicity organization in New York and more recently was on the West Coast in movie production work.

WBNX, New York, has named Roessler & Howard as national representatives for foreign language programs, and Conover-Serviss Co., Chicago, to represent it for english programs in Chicago, Milwaukee and Detroit.

Holiday Greetings

•

To all radio stations and advertising agencies who have been associated with Transco during the past year we extend our sincere best wishes for a very happy Christmas and an increased prosperity in the coming new year.

Your association with us has made this year of 1936 a successful one.

We believe that in turn our feature length major productions have in some measure added to the profitable operation of your business.

May 1937 bring to you the biggest year in your history.

•

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

CHICAGO OFFICE
666 Lake Shore Drive

3,141,827 FANS
Guessed Football Scores in Sinclair Contest

DURING the autumn football season 3,141,827 football fans guessed scores of gridiron games in a contest conducted by Sinclair Refining Co., using two weekly quarter-hours on NBC-Red. Prizes were awarded to 1,405 winners in the 11-week series, including autos, Philco radios, Real Silk hosiery and Spalding footballs.

Entries were received from all parts of the country, growing from 86,740 in the first week (games of Sept. 19) to 424,631 for the Nov. 21 games, the highest total for any week. Red Grange, famous player, was commentator on the Sinclair programs. Federal Adv. Agency, New York, is the agency.

ARCHIBALD M. CROSSLEY, president of Crossley Inc., underwent an appendectomy at the Princeton Hospital, Princeton, N. J., Nov. 30. He expects to return to his office about Dec. 20.

WNEW, Newark, has announced appointment of Weed & Company as national sales representatives.

SAM MOORE, Hollywood director of William Esty & Co. Inc., will continue to direct the revised *Camel Caravan* when it switches Dec. 29 to a collegiate setting with Jack Oakie, film star, as master of ceremonies. Bob Reed will produce and Angers Wooley will write script.

BURT McMURTRIE has resigned as associate director of radio for Lennen & Mitchell Inc., New York. Mr. McMurtrie left New York Dec. 1 to visit his family in Tacoma, Wash., with no announcements as to his future plans.

Edward S. Pierce

EDWARD S. PIERCE, 67, advertising manager of Clicquot Club Ginger Ale Co., Millis, Mass., for the last 23 years died at his home in Medfield, Mass., on Nov. 29. Mr. Pierce had spent 45 years in the advertising business and conceived the Eskimo trademark for Clicquot.

STANDARD OIL of Indiana sponsored the Detroit Lions-Green Bay Packers pro football game Nov. 29 over WJBK, WBCM, WFDF, WJIM and WBIM, using the same five Michigan stations again Dec. 6 for the Detroit-Brooklyn game, with Harry Wismer and Al Nagler announcing.

WMIN

"The Voice of Minnesota"

1,250,000
Potential Buyers
in the
MINNEAPOLIS—ST. PAUL
Trade Area

8th Largest in the U. S.

LOWEST COST
In The Twin Cities

WMIN
SAINT PAUL, MINNESOTA

Kelly-Smith Co. Forms New Division for Radio

KELLY-SMITH Co., New York, national representatives for 30 newspaper publishers, on Dec. 1 announced formation of a radio division for representation of stations owned by newspapers on its list. It started with the representation of WSGN, of the *Birmingham News* and *Age-Herald*; WROK, of the *Rockford* (Ill.) *Morning Star* and *Register-Republic*; WSJS, of the *Winston-Salem* (N. C.) *Journal* and *Twin City Sentinel*.

The radio division will be entirely separate from the newspaper business, according to F. W. Miller, vice-president and secretary of the company. Frank Headley, formerly with the Department of Justice, will be in charge in New York, and Dwight S. Reed, formerly with the Critchfield Co., will be in charge in Chicago. A radio division will also be established in Detroit Jan. 1.

New Agency Will Direct Bible Group Broadcasts

RELIGIOUS BROADCASTING System Inc. has been formed with offices in the National Press Bldg., Washington, by James T. Lambie, active in agency circles for several years, to handle advertising and broadcast activities of The Bible Foundation, which is preparing to launch sponsored religious dramas on 250 stations covering every state. The Foundation is described as the strongest religious educational body in the country.

Associated with Mr. Lambie in the agency, which also maintains offices at 310 S. Michigan Ave., Chicago, are Kendrick Mitchell, New York author, vice-president, and B. Fain Tucker, Chicago, secretary. The firm has taken over assets of Religious Press News Bureau, a news association serving religious publications.

Levy Forms Agency

RAYMOND LEVY, formerly national advertising director of sales and advertising for United Distillers of America and at one time president of the Amalgamated Advertising Agency Inc., New York, has started an agency under his own name at 551 Fifth Ave., New York. Accounts include: Air Time Inc., New York (radio time & drug products merchandising service); Guaranteed Sanitation Corp., New York, (exterminators); Sanitex Corp., New York (linen service); Sensation Cosmetic Co., New York, (Raydence liquid face powder); Protex Industries Inc., New York (protective liquids); Newman Products Co., New York (Newman's aromatic bitters & orange bitters); Kraupner & Kraupner Inc., Brooklyn (Kay's antiseptic powder & medicated ointment); Utility Mfg. Co. Inc., New York (Falcon folding camera); Fishberg & Helzick Inc., New York (novelties). A spot radio campaign for Kay's ointment is being planned for the first of the year.

NEWS
is your best bet
TRANSRADIO

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Buick Motor Co., Flint, Mich.
Community Motors, Chicago
General Motors Corp., Detroit
Studebaker Sales Corp. of America, South Bend, Ind.
Eaton Products, Cleveland (auto heaters)
National Carbon Co., New York (Prestone)
U. S. Industrial Alcohol Co., New York (Super-Pyro)
Mid-states Steel & Wire Co., Crawfordsville, Ind.
Republic Steel Corp., Youngstown, O.
Brown & Williamson Tobacco Corp., Louisville, Ky. (Kool and Raleigh cigarettes)
Larus & Bros. Co., Richmond (cigarettes & tobacco)
Canada Dry Ginger Ale Co. Inc., New York
Oakland Chemical Co., New York (cream)
Armin Varady, Inc., Chicago (cosmetics)
E. R. Squibb & Sons, New York (dentifrice)
Strasska Laboratories, Inc., Los Angeles (toothpaste)
Bayer Co. Inc., Wheeling (aspirin)
Justin & Haynes Co. Inc., New York (Aspirub)
E. Griffiths Hughes Inc., Rochester, N. Y. (Salicon)
Johnson & Johnson, New Brunswick, N. J. (corn plasters)
Maryland Pharmacal Co., Baltimore (Rem & Rel)
S.S.S. Co., Atlanta (S.S.S. tonic)
Skinner Mfg. Co., Philadelphia (raisin-bran)
Sego Milk Products Co., Salt Lake City
Gulden Inc., New York (mustard)
Independent Grocers' Alliance of America, Chicago (food products)
Hurley Machine Co., Chicago (Thor washer)
Mantle Lamp Co., Chicago (lamps)
Bulova Watch Co., New York
Oneida Ltd., Oneida, N. Y. (silverware)
Gilmore Oil Co., Los Angeles (gasoline & motor oil)
Remington-Rand, Inc., Buffalo (typewriters)
Zenith Radio Corp., Chicago
Wilkerson Shoe Co., St. Louis
Wohl Shoe Co., St. Louis (women's shoes)
Roman Cleanser Co., Chicago
Swift & Co., Chicago (sunbrite products)
Macfadden Publications, New York (True Story)
Illinois Central RR System, Chicago
Pacific Greyhound Co., San Francisco
Union Pacific System, Omaha, Neb.
California Brewing Co., San Francisco (Acme beer)
Cleveland & Sandusky Brewing Co., Cleveland (beer)
Red Top Brewing Co., Cincinnati (beer & ale)
Sterling Brewers, Inc., Evansville, Ind. (Sterling ale)
Montgomery, Ward & Co., Chicago (mail order)

M. M. (Milt) BLINK, manager of the Chicago office of Standard Radio Inc., and Mrs. Blink went to Hollywood, where he attended a board meeting of his firm Dec. 5, and is spending a couple of weeks vacationing before returning to Chicago Christmas week.

Walter Biddick Co.

RADIO STATION REPRESENTATIVES

LOS ANGELES • SEATTLE • SAN FRANCISCO

PRESERVED — For posterity is the speech of Rep. Sol Bloom (D-N. Y.) delivered last month before the American Patent Association dinner in Washington. Recorded by United States Recording Co., of Washington, the transcription was offered for the files of the United States Archives. Pictured left to right, are Mrs. R. J. Coar, assistant manager, U. S. Recording Co.; Rep. Bloom and Chief Archivist R. D. W. Connor. The address was broadcast over NBC and was titled *The Heart of the Constitution*.

WBS on Dec. 28 will add three more programs to its continuity service: *Girl Meets Boy*, *Concert Master*, and *Witches Hour*. Eight quarter-hour discs make up each series. WBS is also preparing a special Christmas recording for the use of its stations.

NEW CLIENTS for the WBS transcription library are: CKCL, KFRO, WMFO.

PARAMOUNT Radio Productions was formed early in December at 5636 Melrose Ave., Los Angeles, by C. C. McIntosh, onetime owner of the Transcription Service Bureau.

TWENTIETH CENTURY-FOX and RKO Pictures, Hollywood, each made a series of air trailers as transcriptions late in December at RCA Mfg. Co. sound studios, Hollywood. The masters were sent to Camden for 500 pressings to be sent to stations.

FIVE stations have subscribed to NBC's Thesaurus disc library in the last fortnight. They are WMFF, KHQ, WHEB, WPRO, and 5AD, Adelaide, Australia. Renewals include KGU, WHBL, KPRC, KSD, and XEW, Mexico City.

HEINTZ, PICKERING & COX., Los Angeles agency, early in December started to produce a transcription series at Associated Cinema Studios under the caption of *Coffee Customs* for an unnamed sponsor.

KFRC, San Francisco, has installed a line from its studios to Titan Productions Inc., transcription producers in that city, for the purpose of recording Mutual-Don Lee network programs when the two chains become affiliated the end of this month.

WATL

● is the most economical and most effective way to sell your product to the largest number of people in

ATLANTA

STANDARD APPOINTS PEARCE IN SEATTLE

STANDARD RADIO Inc., Hollywood, has announced appointment of Hal Pearce as representative for the Pacific Northwest and Alaska, with offices in the Henry-White-Stuart Bldg., Seattle.

Gerald King, president of the transcription concern, in commenting on the appointment said: "It is a standard joke in California about the Chicago office of a national concern wiring its representative stationed in Los Angeles to 'go to Seattle tomorrow and see so and so.' This for the reason that it is as far from Los Angeles to Seattle as it is from Seattle to Chicago or Chicago to Los Angeles".

With this appointment Standard Radio now has eight offices, including one in London and one in Buenos Aires.

Pearce is well known in Northwest advertising circles. For several years he operated the Pearce-Knowles agency in Seattle and represented Walter Biddick Company. His experience includes station work and a thorough grounding in transcriptions.

According to its latest report Standard Radio is now serving 130 radio stations with its library service and 200 others which purchase other features.

GEORGE H. FIELD, New York, eastern field manager for the Radio Transcription Co. of America, Hollywood transcription firm, was severely injured in an automobile accident in Pennsylvania early in December.

Air Service

COL. ROSCOE TURNER, aviator hero of the *Flying Time* serial on NBC-Red network, has been awarded a scroll by Charles Horner, president of the National Aeronautic Association, "in recognition of the unique contribution to the advancement of American aviation through the medium of public education by radio with its program *Flying Time*." Col. Turner, in accepting the scroll gave credit to William J. Murphy, author of the scripts, who is assisted by Col. Turner and Jules Herbuveaux, NBC central division assistant production manager.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to provide consistent, nightly assistance to those in distress or need.

LAST CALL!

WBAL, Maryland's only clear-channel, high-power station, raises its rates January First.

There's just about two weeks left for the smart buyer to get in on the old low rates.

→ PLEASE HURRY IF YOU WANT TO BE PROTECTED FOR 1937 ←

WBAL

BALTIMORE, MARYLAND

10,000 WATTS

National Representative: HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

FOR SALE

Western Electric Transmitter—Type 6B—1000 watt — complete with tubes and motor generator set — for $2500 f. o. b., Radio Station WCAO, Baltimore, Maryland.

Also, a General Radio Beat Frequency Oscillator, type 413-B — $25 f. o. b. Radio Station WCAO.

Wire or write

WCAO

Baltimore, Maryland

IN THE CONTROL ROOM

DR. VICTOR J. ANDREW, formerly chief engineer of Doolittle & Falknor Inc., Chicago, and previously with Westinghouse, has entered the consulting engineering and custom manufacturing field, with headquarters at 7221 S. Francisco Ave., Chicago. He is specializing in field strength measurements and manufacturing r.f. coupling equipment and coaxial cable.

VERN TASCHNER, formerly in the technical department of KFWB, Los Angeles, has joined the engineering staff of KNX, that city, as maintenance man.

J. E. FRANCIS, manager of the RCA Mfg. Co., Hollywood, went East early in December, planning to return early in January after conferences at the Camden plant and New York offices.

HOWARD C. LUTTGENS, of the NBC technical chief in Chicago, is father of a boy born Thanksgiving night.

CHARLES COLEMAN, engineer of WFIL, Philadelphia, is the father of a baby girl born in November.

JOHN CUMMINGS, formerly of WCAM, Camden, N. J., has joined the engineering staff of WFIL, Philadelphia.

DON EWART, former radio student at University of Florida, has joined WMFJ, Daytona Beach, as operator and announcer. Webster Ellenwood, recent graduate of Port Arthur radio school, has joined the staff.

SYDNEY A. MOSELEY, of London, onetime vice-president of Baird Television Corp., arrived in Hollywood early in December to write a book on television.

FROM AMBULANCE — The lad really isn't hurt, but for program purposes he is a patient as WOR conducts the first broadcast from an ambulance dashing to a hospital. Left to right are Roy Le May, patient; Joe Tobin, announcer; Dr. Alfred Doust, ambulance doctor, and Charles Singer, WOR engineer. The program included a hospital broadcast, all for the benefit of the United Hospital Fund.

LARRY SHIPLEY, with WGAR, Cleveland, six years has been named assistant to R. Morris Pierce, chief engineer.

D. V. TOSTENSON has been named chief engineer of KGFW, Kearney, Neb.

BASCOM PORTER is now chief engineer of WSIX, Nashville, a local which recently was moved from Springfield, Tenn.

ED JOHNSTON, of WCAU, Philadelphia, is the father of a boy born in November.

DEAN BAILEY, formerly of WIBW and more recently with the Republican National Committee as special radio engineer, has joined the sales staff of KANS, Wichita.

NAB Technical Group

REAPPOINTMENT of J. H. DeWitt Jr., chief engineer of WSM, Nashville, as chairman of the NAB Engineering Committee for 1936-1937, was announced Dec. 1 by President C. W. Myers, of the NAB. Other members of the committee are L. A. Benson, WIL, St. Louis; L. S. Bookwalter, KOIN, Portland; E. K. Cohan, CBS; Gerald W. Cooke, WBAL, Baltimore; John E. Fetzer, WKZO, Kalamazoo; E. L. Gove, WHK, Cleveland; C. W. Horn, NBC; Porter Houston; WCBM, Baltimore; Carl J. Meyers, WGN, Chicago, and John M. Sherman, WTCN, Minneapolis.

General Electric to Aid In Study of Interference

AN INVESTIGATION of interference caused to high-frequency transmission and reception by diathermy and other electrical equipment that emits high-frequency impulses was ordered Dec. 2 by the FCC in a special authorization issued to General Electric Co. GE in collaboration with the FCC Engineering Department, will make tests and accumulate experimental data "in order to determine the most effective means of shielding diathermy and other similar equipment which at this time causes widespread interference to radio reception."

Such experimentation, if successful, the order brought out, would result in the larger and more effective use of radio in the pu interest. Much evidence has be produced in recent months in c nection with interference to sho wave transmission and reception diathermy machines, and the FCC has been making efforts to cooperate with manufacturers in proper shielding of these and other devices. GE will build and install special apparatus in Schenectady for the tests and experiments.

KTSA FINDS IT
Plane Lost in Fog So Army Calls on Station

FOUR minutes after Maj. A. C. Strickland, director of flying Randolph Field, Texas, had phoned KTSA, San Antonio, asking for information concerning an overdue plane, J. E. Doherty, bus driver, who heard KTSA's broadcast, phoned the station that he ha seen the plane land. This information was verified in another minute by Strickland.

The plane had been lost in fog for more than an hour whe Maj. J. L. Hewett, the pilot, mad a successful emergency landing He had been unable to communicate with army officials or airports because farmhouses in the region were not equipped with telephones.

New Albers Bros. Series

ALBERS BROS. MILLING Co., Seattle (cereals), subsidiary of Carnation Co., will feature Johann Ormay's orchestra in a 13-week series titled *Good Morning Tonite* on 5 NBC-Pacific Red stations, beginning Tuesday, Jan. 5. Erwin Wasey & Co. Inc., Seattle, p the account.

Is Your Product Suitable for Wide Distribution

America is busy again. Payrolls are increasing. Food and commodity indices are rising. If you manufacture a food product or a grocery specialty for which you entertain hopes of wider markets, now is a favorable time to launch a sales expansion program.

The National Brokerage Company can help you secure national distribution in a practical, thorough way. It operates economically through groups of trained sales representatives in all sections and it can take you as far in the national market as your product deserves to go. This highly efficient service is available to manufacturers of worthy products who have adequate production facilities and organization setup to take care of nation-wide distribution.

National Brokerage Company charges are nominal, based on completed sales.

Inquiries are invited.

NATIONAL BROKERAGE COMPANY, INC.

A National Sales Organization

Edward M. Power, Jr., *President*

OLIVER BUILDING :-: PITTSBURGH, PA.

UNIVERSAL

Portable Recording Machine

A precision machined, compact outfit that positively eliminates all waver—Records in either direction at 33 1/3 or 78 R P M 90, 110 or 130 lines per inch—110 volt AC 100% synchronous motor—solid 16 in. turntable — Constant speed rim drive—Complete switching arrangement for head set monitoring from playback or cutting head—Reinforced black leatherette carrying cases — Unequalled value—Superlative performance.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane, Inglewood, Calif., U.S.A.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

Rights of SESAC Contested by NAB

A CONTROVERSY over the claims of the Society of European Stage Authors & Composers (SESAC) with respect to its licensing of broadcasting stations to broadcast certain musical works, has been precipitated, it was revealed Dec. 10. On that date, the NAB received a printed circular from SESAC in the nature of a reply to the NAB circular letter of Oct. 14 to its members relating to SESAC.

It is estimated that some 400 stations, including the networks, hold SESAC performing rights licenses. Instead of being based upon a percentage of station business, these licenses are issued on flat fee negotiated by the copyright group with the stations.

In his Oct. 14 letter, James W. Baldwin, NAB managing director, in effect contended that SESAC claimed greater rights than it actually held and that from its contracts it was difficult to determine what these rights were, particularly in distinguishing between small rights and grand rights. The performing rights contracts with stations, nevertheless, cover only small rights.

While dated Nov. 19, and bearing the printed signature of Paul Heinecke, president, the SESAC circular was not received by the NAB until Dec. 10. Covering four double-column printed pages in small type, the circular was in the nature of a printed letter to the NAB, attention of Mr. Baldwin.

Jel-Sert in West

JEL-SERT Co., Chicago (Maple-Mix dessert), in addition to its *Melody of Romance* program on the NBC-Blue, Saturdays, 11:15-11:30 a. m., which goes to the West Coast, on Dec. 10 took over the *Woman's Magazine of the Air* for sponsorship on 5 NBC-Pacific Red network stations plus KOA and KDYL, Thursdays, 3:15-3:30 p. m. (PST). The special West Coast campaign is signed for eight weeks through Rogers & Smith Adv. Agency, Chicago.

Eveready Discs

NATIONAL CARBON Co., New York (Eveready flashlights), a subsidiary of Union Carbide & Carbon Corp., will place a series of five-minute RCA-Victor transcriptions on 11 stations in the Northwest about Feb. 1. J. M. Mathes Inc., New York, is advertising counsel.

7 Get Musterole Spots

WASEY PRODUCTS Co., New York (Musterole), on Dec. 13 placed a series of live one-minute announcements on seven stations, once a day from three to seven times weekly. The campaign will run for 13 weeks and was placed through Erwin, Wasey & Co.. New York. Stations being used are WJR, WHAM, WSYR, WSB, WWL, WBT, WSM.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE . MUTUAL

Swapping Stuff

THE *Valley Varieties,* on KEHE, Los Angeles, one evening a week for the General Petroleum Gasoline dealers of the San Fernando valley has inaugurated a trading post angle. Fans are invited to go to their neighborhood station and list anything they have for trade. The deals must be swaps. No cash can enter the deal. Each station puts up a bulletin every week and no charge is made to the fans. Van C. Newkirk Co., Los Angeles, handles the account.

A. T. & T. Christmas Eve

AMERICAN TELEPHONE & TELEGRAPH Co., New York (institutional), will feature Leopold Stokowski and orchestra, and Edwin C. Hill in a Christmas Eve program that will be broadcast over all available CBS stations 10-10:30 p. m. The program will be a one-time broadcast, with Stokowski playing from Hollywood and E. C. Hill speaking from New York. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

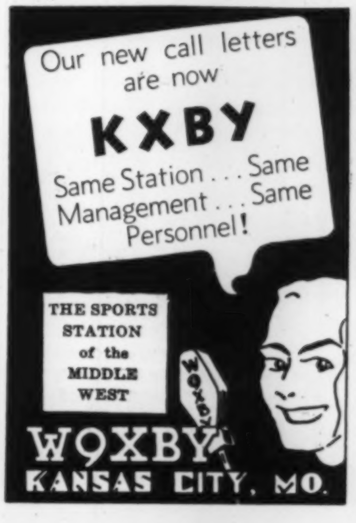
Moore Paint on NBC

BENJAMIN MOORE & Co., New York (paints), will begin its spring advertising campaign Jan. 7 on 31 NBC-Red stations, Thursdays, 11:30-11:45 a. m. The program will be known as the *Betty Moore Triangle Club* and will feature Betty Moore in house decorating talks with Lew White as organ accompanist. Account is signed for 21 weeks and was placed direct.

Smith Bros. Spots

SMITH BROS., Poughkeepsie, N. Y. (cough drops, syrup), during the week of Dec. 7 launched a series of live station break announcements on 55 stations. Announcements are broadcast once nightly, to run 13 weeks. Brown & Tarcher Inc., New York, is agency.

FLETCHER TURNER, of J. M. Mathes Inc., New York, has been transferred to the radio department working under Wilfred King, director.


Our new call letters are now
KXBY
Same Station . . . Same Management . . . Same Personnel!
THE SPORTS STATION of the MIDDLE WEST
W9XBY
W9XBY
KANSAS CITY, MO.

Prizes Awarded by NBC In Anniversary Contest

WINNERS in the NBC employes Tenth Anniversary broadcast contest which were heard on the air last month were announced Dec. 10. Three groups, New York, Chicago, and West Coast split a $400 purse, three ways.

New York winners: First prize, George Andrews (guest relations), vocalist, and Bill Paisley (music rights), composer at piano divided $53.32; second prize, $20 each, went to Frank Murtha and George Sax, (artists service), comedians; third prize, $26.67, Milton Krents (auditing), harmonica; tie for fourth prize, $13.33 each, between Walter Moore (press dept.), script writer, and George Watkins (guest relations), vocalist.

Chicago winners: First prize, $65, William Weaver (page), vocalist; second prize, $35, Thomas Casey (page), announcer; third prize, $20, Frederick Schweikher (program), vocalist; fourth prize, $13.33 each, to L. E. Douglass and Arnold Johnson (Artists Service), duet.

San Francisco winners: First prize, $35.75, Frank Barton (announcing); second prize, $24.48, Ruth Chapel (music library); third prize, $19.60 each, to Jennings Pierce (agriculture), Abbott Tessman (announcing), Byron Mills (continuity), and Eugene Bowes (sound effects); fourth prize, $16.15 each, to Van Flemming (production) and David Mckay (sales promotion); fifth prize, $13.45, Amelia Kennedy (secretary to Meredith Wilson); sixth prize, $7.75, Jessie Woods (program traffic).

Canada Dry Spots

CANADA DRY GINGER ALE Inc., New York (ginger ale and sparkling water), in addition to signing Yankee News Service for participations, has taken 12 one-minute announcements daily, six days a week, on 10 other stations. The RCA-Victor transcriptions announce reduced prices of Canada Dry products and will run for at least 13 weeks. Stations are: WJAS, WXYZ, KSD, WGN, WIRE, WFLA, WJAX, WQAM, WDBO, WTAG. J. M. Mathes Inc., New York, is the agency.

SCOTT PAPER Co., Chester, Pa. (Scott tissue) during January will place announcements on 40 stations through J. Walter Thompson Co.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

In the United States census of distribution showing annual per capita food purchases of 93 cities of 100,000 population and over, HARTFORD is FIFTH, with $113.06, against a national average of $55.30. Naturally, other spending in the Hartford area is in proportion . . . a profitable market for all products.

Basic Network Station of the Columbia Broadcasting System

STOP
BRIDGE OPENS!!!

They're Rollin' on the World's Greatest Span

To an outsider it may not mean much. But, in Northern California it means the great San Francisco Bay Bridge is now handling traffic—and hundreds of thousands of interior families will patronize the San Francisco market.

The market is an expanded one—and KYA has the ear of the radio-equipped houses in San Francisco, Oakland and interior area.

Therefore KYA in San Francisco should be on your 1937 advertising schedule.

KYA
The Voice of the San Francisco Examiner
National Representatives: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

British Crisis Keeps Radio on Its Toes; More Than 50 Broadcasts From London

THOUGH early reports from London had stated that the British radio, like the British press up to Dec. 1, would carry nothing regarding the crisis arising out of King Edward's impending choice between his throne and Mrs. Wallis Simpson, American radio kept pace with the American press in reporting every development up to and including the King's farewell address Dec. 11 to the Empire through the facilities of the BBC and its vast Empire shortwave system.

Stations were covered by INS, Transradio and UP for their news and flash periods, and the networks all fed their stations direct pickups from London periodically during the critical week of Dec. 10.

From Dec. 3, when the crisis story broke, until the abdication announcement Dec. 10, the special events departments of NBC, CBS and Mutual made direct contacts by shortwave with London for a total of something like 50 rebroadcasts. By that time the BBC ban was off and they secured every cooperation from London, where Cesar Saerchinger was on the spot for CBS, Fred Bate for NBC and John Steele for MBS.

The first shortwave contact with London was made by NBC on Dec. 3 at 5:45 p. m., with Alistaire Cook as commentator, Mr. Bate being still on the high seas en route from New York. From that time on there was a constant flow of information back and forth between New York and London, with Mutual coming in on Dec. 10 with what it claimed was a scoop on Prime Minister Baldwin's speech before Parliament read to America while he was still delivering it.

Commercials Cancelled

STATIONS carried bulletins throughout the week and increasingly on the day of abdication, with CBS interrupting any and all commercial programs and both NBC and CBS finding it necessary to cancel several full commercial periods.

With John Royal, NBC vice president in charge of programs, and Paul White, CBS special events director, both at Buenos Aires covering the Pan American Peace Conference [BROADCASTING, Dec. 1], the big networks found themselves covering two parts of the world via shortwaves.

In the absence of Mr. White, Frederic A. Willis, CBS educational director and assistant to President Paley, took over supervision of the CBS broadcasts and placed John G. Gude, CBS publicity director, in charge. Working with Mr. Gude were Don Higgins, Luther Reid and Bob Trout. For NBC, Abe Schechter, special events director, handled the pickups, with Nelson Case doing most of the announcing. G. W. Johnstone handled the MBS broadcasts, and Dick Fishel of WMCA was in charge of the Inter-City System pickups of the abdication reports Dec. 10 and the farewell address Dec. 11. Both Inter-City and WHN, New York, made special arrangements with the BBC to pick up the Empire shortwave broadcasts.

Claims of scoops were plenty, as usual, with CBS claiming honors for being the first to bring in direct word from London that the King had abdicated in a broadcast by Sir Frederick Whyte at 10:33 a. m.; MBS claiming WOR was the first metropolitan station to flash the *official* word of the abdication at 10:46 a. m.; NBC reporting that it had a Press-Radio Bureau statement on the air about the abdication before it was broadcast to British listeners via BBC.

Transatlantic telephone calls and radiograms between the networks and their men in London flashed constantly, and no expense was spared to give the American listener every detail, for the broadcasts were regarded by network officials as holding the greatest interest of any special event in history with the possible exception of the Lindbergh case. Certainly it required the most extensive shortwave coverage of any special event since radio began.

The broadcasts gave NBC its first opportunity to test its new system of broadcasting news bulletins, which it recently began to put on direct from the news room with the noises of the tickers filtering into the microphone. Six "beeps" in series of three preceded all bulletins. CBS during the broadcasts moved its Press-Radio teletype into Mr. Gude's office which was turned into a broadcast studio with remote control equipment.

Up to Dec. 10 an unofficial count of the number of shortwave rebroadcasts from London showed 26 by CBS, 22 by NBC and two by MBS. CBS carried a total of 2½ hours of direct pickups from London on Dec. 10 alone. More, of course, were broadcast Dec. 11 when all carried the King's farewell address in full.

WJBY Produces Results
In Alabama's Second
Industrial Market
WJBY
Gadsden, Alabama

New Kroger Discs

KROGER GROCERY & PACKING Co., Cincinnati (coffee) on Feb. 1 starts a series of WBS quarter-hour transcriptions five times weekly on 24 stations. Title of the program is *Lida's First Love*, to run 13 weeks. Ralph H. Jones Co., Cincinnati, is agency.

ATLANTIC REFINING Co., Philadelphia, will continue its CBS periods after Ted Husing signs off Dec. 26, with the *Pa and Ma* program taking his place. N. W. Ayer & Son Inc., New York, has the account.

PROCTER & GAMBLE Co., Cincinnati (Drene) has renewed its WBS *Jack Randolph* transcriptions heard weekly on 59 stations and placed through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Yankee Waging Campaign Against Boston Dog Track

CONTINUING its determined editorial campaign against allegedly corrupt practices in Boston, the Yankee Network on Dec. 8 preferred formal charges against Boston's dog track operators.

Leland Bickford, editor-in-chief of the Yankee and Colonial Network news services, spearhead of the attack, appeared Dec. 8 before the Special Recess Commission on taxation and expenditures with the allegation that the Old Harbor Kennel Club, operators of the Wonderland Park dog racing track at Revere, Mass., had minimized their gross income report by some $200,000. Following the heated hearing, Mr. Bickford said it was up to the Commission to rectify the situation. He declared that the Yankee & Colonial Networks would continue their editorial campaign "to the limit". Boston newspapers feature the activity of the militant radio editor.

Edgeworth Changes

LARUS & Brothers Co., Richmond (Edgeworth tobacco) on Dec. 11 added KOIN, Portland, Ore., to its half-hour series of WBS transcriptions titled *Moments You Never Forget*, making a total of 10 stations in the campaign. On Dec. 4 the sponsor shifted the disc series from WGN to WMAQ, in Chicago. Marschalk & Pratt Inc., New York, placed the account.

W. R. Lapp, Manager

L. J. DuMahaut, Commercial Manager

TWO NEW APPOINTMENTS
ON CKLW STAFF

"Bill" Lapp, trained in Trust companies, steel and machinery, sized up radio as soon to lead the parade . . . decided to get on the band wagon. Today is in charge of Detroit office of CKLW. Favorite flower—Gold Medal in hot biscuit form, smothered in chicken gravy. Business hobby, collecting currency for the company; personal, buttonholing friends for old coins—he's a collector.

L. Jerome DuMahaut (Jerry to you), born in New York, soon saw the possibilities of the "4th" market. Later saw radio's future. Today is upping the sales curve at CKLW, and doing it remarkably well . . . Jerry's all set to tell you why CKLW is the best value per dollar in America's most responsive market. Write or call CKLW, Union Guardian Building, Detroit, Michigan.

ESSEX BROADCASTERS, Inc.
3300 Union Guardian Building, Detroit

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

FRANK RYAN
Vice-President and Managing Director

WJJD
has POWER 20,000 WATTS
has PROGRAMS THAT BUILD AUDIENCES
Gets RESULTS
LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE
LARGEST INDEPENDENT STATION in CHICAGO !
201 N. WELLS ST, CHICAGO, ILL,
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE, N.Y.C.

WMCA
NEW YORK'S OWN STATION
NEWS
NEWS
NEWS
NEWS
NEWS
NEWS
LEADS
IN NEWS
COMMENTATOR
BROADCASTS

Baseball in 1937 For General Mills

Sponsor's Success This Year Means Continuance of Idea

LIKELIHOOD that General Mills Inc., Minneapolis, sponsor of the majority of the big league broadcasts last season, will renew contracts with the baseball clubs on much the same basis, was seen following the major league baseball meetings in New York which ended Dec. 10.

While no formal announcement was made, General Mills representatives were present at the sessions and discussed baseball broadcast plans for the ensuing season with practically all of the major league club executives and with the executives of both the American and National leagues. In one quarter it was said that all clubs with the exception of the two New York teams tentatively agreed to permit broadcasting of their out-of-town games during the forthcoming season. The New York clubs, it was reported, reserved their decisions.

In their business sessions, the leagues had before them proposals dealing with baseball broadcasts. There has been some complaint, it is understood, against the use of stations with sufficient power to broadcast games in the territory of other clubs, thus having a purported affect upon attendance. Also, there was some discussion of possible standardization of rates to be paid by broadcasters or advertisers for the privilege of sponsoring games. The discussion in addition, invaded such subjects as possibility of broadcasting home games as well as out-of-town contests.

General Mills last year sponsored baseball broadcasts for a number of the major league clubs with the notable exception of the New York teams. In addition it broadcast in many other cities having minor league clubs. The fact that it is now seeking to renew these arrangements is indicative of the success of last year's campaign.

Colgate on CBS Period

COLGATE - PALMOLIVE - PEET Co., Jersey City, has purchased the 10-10:30 p. m. period Thursdays on CBS for an unannounced program to start in January. Sears Roebuck now has the time but is signing off its *Sears Then and Now* program Dec. 18. Benton & Bowles Inc., New York, will place the Colgate account.

Pontiac's New Series

PONTIAC MOTOR Co., Pontiac, Mich., is planning to launch a Friday, 10:30-11 p. m. program on the NBC-Red network about Jan. 1. Starting date and talent have not been announced but it is understood the series will pay tribute to universities throughout the country.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

Big Keystone State Fund Leaves Radio Out in Cold

THE STATE of Pennsylvania, with $100,000 set aside for an advertising campaign to promote highway safety, has earmarked only about $3,600 of the total for radio. This sum will be spent for production of 24 five-minute transcriptions and 18 one-minute spot messages, to be placed on the state's 35 stations. The balance of the fund, over $96,000, will be apportioned among newspapers and billboards and for distribution of metal signs and stickers.

Allen R. Eckman, secretary of the Governor's Highway Safety Council, Harrisburg, under date of Dec. 3 mailed a letter to Pennsylvania broadcasters asking them to donate their facilities for the six-month campaign. Copy for printed media is being placed by Barnes & Aaron, Philadelphia agency.

Audit Group Meets

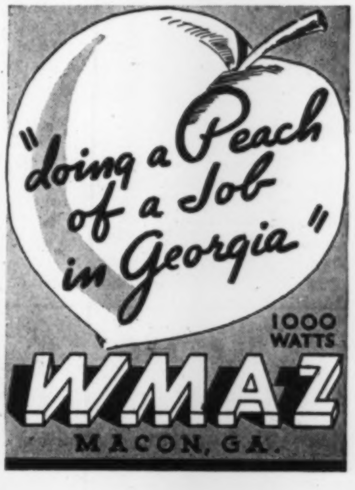
THE JOINT committee on Radio Research, representing equally the NAB, Association of National Advertisers and the American Association of Advertising Agencies, will meet in New York at the call of Chairman John Benson, president of AAAA, on Dec. 16. It will consider the report of Paul F. Peter, secretary, on coverage surveys, and also may take up Mr. Peter's reappointment.

Cruse to FCC Dec. 16

ANDREW W. CRUSE, chief of the Electrical Division of the Department of Commerce, on Dec. 16 will assume his new post as assistant chief engineer of the FCC in charge of Telephone Division activities. He was appointed to the post last month subject to clearance through Secretary of Commerce Roper, which was procured afterward. His successor at the Department has not yet been named but he is expected to be a well-known economist.

GENERAL FOODS Corp., New York (Log Cabin syrup) is planning to place half-hour recordings of the NBC-Blue *Dude Ranch* program on an unselected list of Southern stations which cannot be cleared for the network. Benton & Bowles Inc., New York, is agency.

BRISTOL-MYERS Co., New York (Minit-Rub) on Nov. 30 started a series of three weekly quarter-hour *Minit Interviews* on WBEN, Buffalo, and four weekly on KDKA, Pittsburgh. Young & Rubicam Inc., New York, is agency.


"doing a Peach of a Job in Georgia"
1000 WATTS
WMAZ
MACON, GA.

Pat's Watches

WHEN General Mills, in presenting one of its six watch awards to Pat Flanagan, sports announcer at WBBM, Chicago, for his work in increasing attendance at Chicago ball games through his baseball broadcasts (for Wheaties), also gave one to John Harrington, who pinch hit for Pat for a week as well as spelling him for breathing spells, it was the fourth watch John has received this year. The first came from Mrs. Harrington in the spring; the second from a fan in midsummer; and the third from Andy Frain, chief of Chicago's baseball ushers, who made a similar presentation to each Chicago sports announcer at the end of the baseball season. Harry McTigue, formerly of WIRE, Indianapolis and now free lancing in Chicago, also was awarded a General Mills watch.

David Freedman

DAVID FREEDMAN, 38, script writer for stage, screen and radio, died in his sleep Dec. 8 at his home in New York. Mr. Freedman had been in court the day before testifying in his $250,000 suit against Eddie Cantor for alleged breach of oral contract. The case had only been on trial one day. Upon hearing of Mr. Freedman's death Justice Pecora declared the case a mistrial and dismissed the jury.

WE COMPLY-

to requests from advertisers and advertising agencies, and have opened a new department to specialize in the production of custom built productions. This department is equipped to serve any need in the transcription field from the idea, to the delivery of the transcription itself . . . .

"TIME IS MONEY"
Radioaids INC.
REG. U. S. PAT. OFFICE

1357 No. Gordon St.
Hollywood, Calif.
Now Available

Laundry	Bread
Loan	Ice Cream
Used Car	Furniture

Jewelry
RADIOAIDS

At the TOP 550 in San Antonio

☛ TOP of the Dial!
☛ TOP in Equipment!
☛ TOP Newspaper Listings!
☛ TOP in Local Programs!
☛ TOP in Progress!

Want to know why?
Want to know more?

KTSA
SAN ANTONIO, TEXAS

HEARST RADIO

NATIONAL REPRESENTATIVES:
NEW YORK CHICAGO SAN FRANCISCO
LOS ANGELES

Educators Plan to Improve Programs

First National Conference Covers Wide Range of Topics; Television and Facsimile Discussed

EDUCATORS interested in broadcasting as a means of spreading knowledge are convinced now that they must develop their program technique and capture a substantial audience demand for their offerings before they can hope to obtain additional facilities.

This attitude was apparent at the first National Conference on Educational Broadcasting, which convened Dec. 10 in Washington and continued for three days. With several hundred educators present and an array of big-name speakers on the program, the conference took up the question of radio instruction in all its phases, the agenda running the gamut of technical, psychological, pedagogical, social and commercial aspects.

The keynote of the sessions was sounded on the opening day by Chairman Anning S. Prall, of the FCC, whose address called for educators to take advantage of the national outlet that radio offers and develop a stronger patriotism and finer citizenship. (His address is reviewed at length on page 74.)

Dr. George F. Zook, president of the American Council on Education, opened the three-day meeting by explaining how the conference was the outgrowth of a meeting of representatives from eight organizations, called by the Council last February. Since then, he said, a number of other voluntary organizations have joined, the movement now having 18 national associations as joint participants.

Only the Beginning

THE fundamental reason for the conference, Mr. Zook explained, is that radio's influence upon such a large proportion of the population "will inevitably affect educational practice very vitally sooner or later". "It is a fact" he added, "that notwithstanding considerable attention to the new situation created by the advent of radio, the possible uses of this new medium for educational purposes have not been at all adequately explored or fully considered."

The conference, he went on, was organized on two definite lines, first, the general sessions and second a series of conferences on specific topics.

"I believe that we are met on no mean mission," Mr. Zook said. "It is commonplace indeed to point out the increasing complexities of modern social and economic life which cause innumerable individuals and whole nations to conclude that the problems incident to it can never be resolved through the democratic process. These prophets of ill omen are abroad even in our own land. Is it not fortunate and very heartening however to realize that concurrent with and outstripping even the rapidly increasing complexities of social life are the means by which the people may be made intelligent concerning these problems.

"Among them, as was so strikingly illustrated in the recent political campaign, radio plays a very conspicuous part. When therefore the history of this present age has been written it will record whether American civic and educational leaders had the will and the wisdom to use this marvellous mechanical device of radio to its fullest possibilities in the preservation and development of democratic government in America."

The Repetition Factor

IN DISCUSSING psychological problems of radio education, a paper prepared by Edward S. Robinson of Yale University, and read for him, took the position that the principal problem of the psychologist is that of aiding in the improvement of broadcast technique. On the matter of repetition, for example, he said it is rarely that a new idea is grasped from a single presentation.

"Yet the ideal of education is not to be gained from the often fatiguing and annoying repetition in which the commercial advertiser has such faith," Dr. Robinson said. "The results obtained from many studies of learning indicate that the optimal repetition varies with the material presented, with the audience, and with many other factors. What is required, then, in the improvement of educational broadcasting is a study of the repetition factor for actual materials, actual audiences, and under the general conditions peculiar to radio presentation."

Mr. Robinson proposed that educators take more seriously the question of building up the personalities of their speakers and emphasized that working out of better broadcasting techniques should find its basis in the methods of experimental psychologists.

In time the radio audience will approach the characteristics of the total population in distribution of age, formal education, residence and economic status, said Dr. Irvin Lorge, Columbia University, who directed attention to the expansion of the group in terms of the number of potential listeners to sets purchased.

He urged educational broadcasters to plan programs so that the rate of presentation of materials be adjusted to the age of the audience; the materials of the broadcast be limited to relatively single coherent units per period; the review of each unit in a continuous sequence of broadcast be clearly and definitely made; the rate of speaking be slowed down; uncoordinated discussions as such be minimized because of the possible attendant confusions.

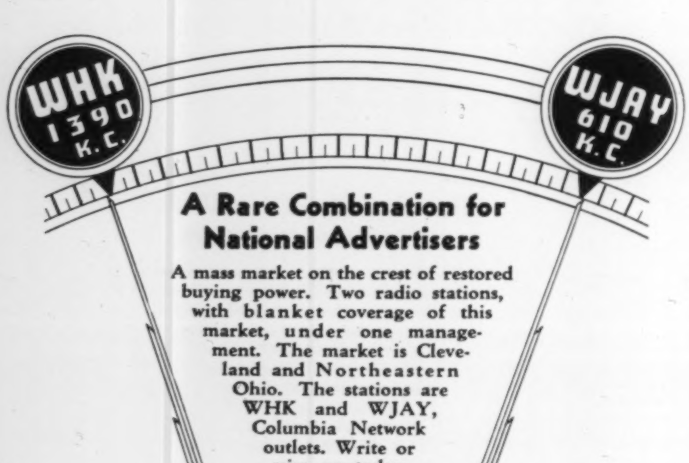
In the discussion of radio and its effect on speech, H. L. Ewbank, University of Wisconsin, told how radio has aroused widespread public interest in standards of grammar and of pronunciation. A commercial organization using radio advertising, he reminded, has sold well over 100,000 correspondence courses in how to speak correctly. He referred to the popularity of the Better Speech course of the *Wisconsin School of the Air*, and observed that stations are flooded with inquiries about correct pronunciation.

Mr. Ewbank said that radio is changing styles in public speaking by deflating the bombast of agitators who employ exaggerated vocal effects and mob psychology devices; that it is deflecting the trend toward extemporaneous speaking and requiring more skill in speech writing, and that it is emphasizing skill in the reading of speeches so they may sound like fireside chats. In addition it is popularizing other forms than the speech or talk by means of the interview, the dialogue, the round-table and the forum.

Effect on General Speech

ON THE same subject, Dr. Cabell Greet, editor of *American Speech* and professor of English at Barnard College, contrasted the homely speech of the comedian and the "flunky" speech of announcers, which he said is not likely to be imitated. "All in all, if we look for the effect of radio on American speech, we must say that so far that effect is slight," said Prof. Greet.

"When I think of the children's programs my daughter of eight years listens to, I am glad that the effect is slight. In 1927 many of us thought and said that in ten years radio would have brought one standard English to America. This has not happened. Radio, however, has joined the other democratic forces, operating since the settlement of this continent, which tend to make Americans talk alike and dress alike and eat alike—and too often think alike. I doubt whether the speech influence of a year of radio is equal to that



WHK 1390 K.C.

WJAY 610 K.C.

A Rare Combination for National Advertisers

A mass market on the crest of restored buying power. Two radio stations, with blanket coverage of this market, under one management. The market is Cleveland and Northeastern Ohio. The stations are WHK and WJAY, Columbia Network outlets. Write or wire us today for available time and other data.

WHK ★ WJAY

CLEVELAND

H. K. CARPENTER
Vice President & General Manager

C. A. McLAUGHLIN
Sales Manager

RESULTS! COUNT MOST

Let us acquaint you with our work.

RADIO STATION REPRESENTATIVES
NEW YORK CHICAGO

WEED & COMPANY

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

of a week's automobile trip in a distant state."

Going into the subject of audience measurement, Henry C. Link, in charge of market research for Psychological Corp., New York, said that present audience measurement methods do not give an adequate measure of the psychological aspects of the programs or listeners. He added:

"They do not tell us how much of a program is listened to, how intensively it is listened to, how strong are the impressions it makes. They give us only a rough measure of whether people are listening at all.

"Radio broadcasting challenges educators to abandon or to question all their acquired ideas of pedagogy. It challenges educators to develop entirely new or radically different techniques of educating people. It challenges educators to experiment, and experiment again, with different methods of presentation. And of course, the obvious instrument to use as a measure of these experiments is the census of the radio audience, just as commercial broadcasters are doing it now."

Mr. Link suggested that radio may become the test tube through which the content and techniques of education will be enormously improved. He proposed that educators study the views of the radio audience as to what constitutes an educational program.

Mrs. B. F. Langworthy, Winnetka, Ill., president of the National Conference of Parents and Teachers, noted that children's programs have been improving and mentioned that broadcasting companies have shown a desire to cooperate.

Labor Tells Its Side

EDWARD N. NOCKELS, general manager of WCFL, Chicago labor station, foresaw danger in an effort by broadcasters "to extend their monopolistic attempts to include educational broadcasting, and to so control it as to appropriate its benefits in the way of increased and constant listening audiences to their own selfish gain." He cited, by way of example, the University Broadcasting Council of Chicago, which he alleged has been "muzzled" to the extent "that they can not assist in furtherance of educational broadcasting excepting in such a way as will result in the program and increased audience benefit of the stations which signed on the dotted line."

Also appearing for labor was Spencer Miller Jr., of New York, director, Workers Educational Bureau of America, who voiced his conviction that radio is a notable medium for public education and that it can perform a service of very great value in the whole field of adult education.

C. M. Jansky Jr., radio engineering consultant, after reviewing technical problems of radio, pointed out that "only to the extent that the engineer is successful in imparting information and the educator is capable of understanding these basic considerations will radio be properly adapted to the needs of education." Dr. Jansky was chairman of the technical committee, the speakers including T. A. M. Craven, FCC chief engineer, Dr. C. B. Jolliffe, former FCC chief engineer and now chief of the frequency bureau of RCA, and Dr. Alfred N. Goldsmith, consulting engineer of New York.

Education's Future

DESCRIBING the coordinating work of the U. S. Office of Education and the Federal Radio Education Committee, John W. Studebaker, U. S. Commissioner of Education, asked the National Conference on Educational Broadcasting to cooperate with the Federal agencies in the development of the movement.

Mr. Studebaker said education through radio will become a powerful force "when we do the job of educating over the air as effectively for our purposes as the commercial broadcasters do their job of entertaining." He said educators must learn through experience how to stage programs that will hold audiences. He told how he had appeared before the FCC to ask ultra-high frequency facilities for a large number of stations to serve urban and rural school systems [see elsewhere on this page for views of Comdr. Craven].

Dr. Jolliffe described many of the practical limitations of the broadcast structure and explained that the development of the modern receiving set has been one of increasing its selectivity and approaching that ideal by which it is possible to accept one signal and reject all others regardless of their intensity.

Only a Supplement

RADIO can be only a supplement to education, Hendrik Willem Van Loon, author and journalist, declared. He called for careful preparation of radio programs of the educational type, and described many ether offerings by narrating this fictional scene:

"'Oh Lord! yes, next Tuesday there is that education hour. Hey, you there! are you busy? No? Well, we need 13 minutes on that battle of Bunker Hill. Just give us something nice . . . you know the old stuff . . . Yankee Doodle and the spot where Warren fell.' And then we cheerfully entrust our billion dollar youth to a $20 a week youngster who does the best he can, no doubt."

Mr. Van Loon favored private operation of radio as against the continental system. He criticized lengthy commercials but noted progress in their handling.

T. A. M. Craven, FCC chief engineer, urged the educators to make a concerted study of the technical phases of the radio allocation problem; that they set forth an objective based upon sound engineering, and that they have in mind ultimately a coordinated plan for the application of radio to education which shows that the most economic use has been made of any frequency channel or any portion of the radio frequency spectrum which may be devoted to education. He spoke of the worldwide demands for a place in the spectrum and discussed the possibilities of developing the ultra-high frequencies.

Recalling that some educational experts envision some 15,000 stations to serve the 127,000 school districts in this country, Mr. Craven said that the present spectrum from 10 to 30,000 kc. would be "only a drop in the bucket" in the solution of the educational radio program.

Use of High Frequencies

EDUCATORS were advised by Dr. Goldsmith to explore many of the possibilities of ultra-high frequencies as a medium for instructive broadcasts. These frequencies will make it possible for more local stations to be placed in operation and they would be substantially noninterfering, he said, as well as offering more nearly constant day and night quality of service.

Television, which probably will be confined to ultra-highs because of side-band demands, should offer a great deal to the value of broadcasting as an educational medium, Dr. Goldsmith said. Facsimile, he continued, also should be of particular interest to the educator.

"Until even higher frequencies than 100 megacycles are available," he said, for satisfactory broadcasting of telephone, television or facsimile material, he said, "it is unlikely that the average city can enjoy the privilege of

(*Continued on page 76*)

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS

STELLI
Cutting Needles for all acetate blanks
Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.
Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.
RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:
"We all wish you a Very Merry Christmas!"
NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

PROGRAMS!
PROGRAMS!
PROGRAMS!

It's the program that gets the Listener and it's the Listener who buys your product.

KOMA presents week-in and week-out such brilliant features as these: Major Bowes; Eddie Cantor; Cavalcade of America; Camel Caravan; Boake Carter...*and these:* Let's Sing; Vick's Open House; Ken Murray; Elgin Football Revue...*and these:* INS news; Ted Malone; KOMA's Musical Clock and many, many more scintillating features that set the dials for KOMA.

And *your* message will be heard by countless thousands if you use

5000 WATTS **KOMA** 1480 Kilocycles
Oklahoma City, Oklahoma
NATIONAL REPRESENTATIVE
HEARST RADIO: New York, Chicago, San Francisco, Los Angeles

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

LIGGETT & MYERS TOBACCO Co., New York (Granger rough cut smoking tobacco) on Jan. 7 starts *Alexander Woollcott* on 65 CBS stations, Tues., Thurs., 7:30-7:45 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

CARDINET CANDY Co., Oakland, Cal. (candy) on Dec. 6 started *Drama, with Harold Burdick*, on 5 NBC Pacific Red, Sun., 9:15-9:30 p. m. Agency: Tomaschke-Elliott Inc., Oakland.

OREGON - WASHINGTON PEAR BUREAU, Seattle (Bosco & Anjou Pears), on Nov. 20 started 13 weekly participations in *Gretchen McMullen* program on 11 Yankee Network stations. Agency: Izzard Co., Seattle.

MOON GLOW COSMETIC CO., Los Angeles, (cosmetics) on Dec. 29 starts for 13 weeks *Moon Glow Melodies* on 5 NBC-Pacific Red stations, Tues., 5:45-6 p. m. (PST). Agency: Emil Brisacher, Los Angeles.

J. LEWIS ASSOCIATES

Public Relations Counsel
Specializing in Radio

Hotel Roosevelt New York

JOHN BLAIR & CO.

National Representatives of Radio Stations

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

HOMEOPATHIC MEDICINE Co., New York (remedies) on Dec. 1 started *May Singhi Breen, Peter DeRose and Andy Sinella* on 7 NBC-Blue stations, Tues, Thurs., 5:45-6 p. m. Agency: Biow Co. Inc., N. Y.

HOMEOPATHIC MEDICINE Co., New York (remedies) on Dec. 6 started *May Singhi Breen, Peter DeRose, and Andy Sinella* on 7 NBC-Blue stations, Sun., 10:15-10:30 a. m. Agency: Biow Co. Inc., N. Y.

K. A. HUGHES Co., Jamaica Plain, Mass. (Salicon) on Nov. 17 began 26 15-minute live shows *Affairs of the Hemingways*, twice weekly on Tuesdays and Thursdays p. m., over 5 Yankee stations. Agency: Badger & Browning Inc., Boston.

ALBERS BROS. MILLING Co., Seattle (cereals) on Jan. 5 starts *Good Morning Tonite* on 5 NBC-Pacific Red stations, Tues., 9:30-10 p. m. Agency: Erwin, Wasey & Co. Inc., Seattle.

JEL-SERT Co., Chicago (Maple-Mix dessert) on Dec. 10 started *Women's Magazine* of the Air on 7 NBC Pacific and Red Mountain stations, Thurs., 3:15-3:30 p. m. (PST). Agency: Rogers & Smith Adv. Agency, Chicago.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food) on Jan. 12 renews *Dog Heroes* on 9 NBC-Blue stations, Tues., 4:30-4:45 p. m. Agency: The Clements Co. Inc., Philadelphia.

RADIO CORP. OF AMERICA, New York (institutional) on Dec. 24 starts *Metropolitan Opera* on 32 NBC-Blue stations, Thurs., 2:55-5 p. m. only; on Dec. 26 2-3:30 p. m. adds 36 supplementary stations and on Jan. 2 adds WEAN, WICC, KFBK, KWG, KERN; March 6, WEAF. Agency: Lord & Thomas, N. Y.

AMERICAN TELEPHONE & TELEGRAPH Co., New York (institutional) on Dec. 24 broadcasts one-time program, *Leopold Stokowski's Orchestra* and *Edwin C. Hill* on entire CBS network, 10-10:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

BENJAMIN MOORE & Co., New York (paints) on Jan. 7 starts *Betty Moore Triangle Club* on 31 NBC-Red stations, Thurs., 11:30 - 11:45 a. m. Placed direct.

Renewal Accounts

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (prepared coffee) on Dec. 26 renews *Uncle Jim's Question Box* on 7 NBC stations, Sat., 7:30-8 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

CARDINET CANDY Co., Oakland, Cal. (candy) on Dec. 6 renewed for 13 weeks *Night Editor* on 5 NBC-KPO Pacific Red stations, Sun., 9:15-9:30 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

ALBERS BROS. MILLING Co., Seattle (cereals) on Jan. 5 renews for 13 weeks *Good Morning Tonite* orchestra and vocalists on 5 NBC- Pacific Red stations, Tues., 9:30-10:00 p. m. (PST). Agency: Erwin-Wasey & Co. Inc., Seattle.

OCCIDENTAL LIFE INSURANCE Co. of Cal., Los Angeles (insurance) on Dec. 30 renews for 52 weeks *Winning the West*, dramatic serial on 5 NBC-Pacific Red stations, Wed., 8:30-9 p. m. (PST). Agency: Chas. R. Stuart Inc., San Francisco.

QUAKER OATS Co., Chicago (cereal), on Dec. 25 renews *Kaltenmeyer's Kindergarten* for 52 weeks on 21 NBC-Red stations, Sat., 5:30-6 p. m. Agency: Lord & Thomas, Chicago.

WARD BAKING Co., New York (Ward's bread & rolls) on Dec. 14 renewed *News of Youth* on 19 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. Agency: Fletcher & Ellis Inc., N. Y.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston Salem, N. C. (Camel cigarettes) on Dec. 29 starts Jack Oakie as master of ceremonies of *Camel Caravan*, CBS, Tues., 9:30-10:30 p. m.

CARNATION Co., Milwaukee, Wis. (canned milk) on Jan. 4 starts *Frank Black's* orchestra in its *Carnation Contented Hour* on NBC-Red, Mon., 10-10:30 p. m.

STEWART WARNER Corp., Chicago (Alemite) on Dec. 27 shifts origination point of *Alemite Half Hour* on CBS to New York.

CALIFORNIA CONSERVING Co., San Francisco on Dec. 15 adds KGIR, Butte and KGHL, Billings, to the NBC - Pacific Red carrying *CHB Studio Party*.

SIGNAL OIL Co., Los Angeles (petroleum products), on Jan. 1 adds KMJ, Fresno, to its NBC- Pacific Red weekly half-hour *Carefree Carnival*.

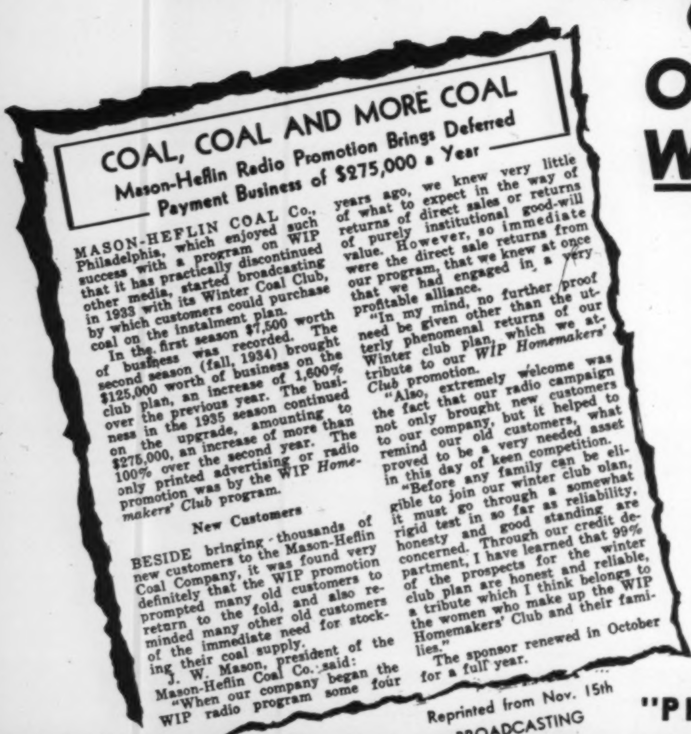
AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Dec. 5 started Harry Salter's orchestra on CBS, Sat., 10-10:30 p. m., and on Dec. 9 started Al Goodman's orchestra on NBC-Red, Sat., 10-10:30 p. m.

NATIONAL BISCUIT Co., New York, on Jan. 1 shifts *Twin Stars* to Hollywood and changes talent to Helen Broderick, Victor Moore, and Buddy Rogers orchestra.

REAL SILK HOSIERY MILLS Inc., Indianapolis, on Dec. 27 shifts *Behind the Headlines* to 9:45-10:15 p. m. period on NBC-Blue, Sundays.

AMERICAN ROLLING MILL Co., Middletown, O. (Armco sheet metal) on Dec. 15 shifts *Armco Concert* to Tues., 10-10:30 p. m.

Worth Repeating!!


COAL, COAL AND MORE COAL

Mason-Heflin Radio Promotion Brings Deferred Payment Business of $275,000 a Year

MASON-HEFLIN COAL Co., Philadelphia, which enjoyed such success with a program on WIP that it has practically discontinued other media, started broadcasting in 1933 with its Winter Coal Club, by which customers could purchase coal on the instalment plan.

In the first season $7,500 worth of business was recorded. The second season (fall, 1934) brought $125,000 worth of business on the club plan, an increase of 1,600% over the previous year. The business in the 1935 season continued on the upgrade, amounting to $275,000, an increase of more than 100% over the second year. The only printed advertising or radio promotion was by the WIP *Homemakers' Club* program.

New Customers

BESIDE bringing thousands of new customers to the Mason-Heflin Coal Company, it was found very definitely that the WIP promotion prompted many old customers to return to the fold, and also reminded many other old customers of the immediate need for stocking their coal supply.

J. W. Mason, president of the Mason-Heflin Coal Co. said:

"When our company began the WIP radio program some four years ago, we knew very little of what to expect in the way of returns of direct sales or returns of purely institutional good-will value. However, so immediate were the direct sale returns from our program, that we knew at once that we had engaged in a very profitable alliance.

"In my mind, no further proof need be given other than the utterly phenomenal returns of our Winter club plan, which we attribute to our *WIP Homemakers' Club* promotion.

"Also, extremely welcome was the fact that our radio campaign not only brought new customers to our company, but it helped to remind our old customers, what proved to be a very needed asset in this day of keen competition.

"Before any family can be eligible to join our winter club plan, it must go through a somewhat rigid test in so far as reliability, honesty and good standing are concerned. Through our credit department, I have learned that 99% of the prospects for the winter club plan are honest and reliable, a tribute which I think belongs to the women who make up the WIP Homemakers' Club and their families."

The sponsor renewed in October for a full year.

Reprinted from Nov. 15th BROADCASTING

ONLY ON THIS TRIP
WE PAY THE FARE!

A radio station may have the most modern and elaborate studios (We Have!); a station may boast of the finest ten-man staff orchestra (We Do!); a station may brag about 66% renewals (and brethren, HOW we brag about that!) . . . but, in the final analysis . . .

Results Count!

610 WIP KC.

"PHILADELPHIA'S PIONEER VOICE"

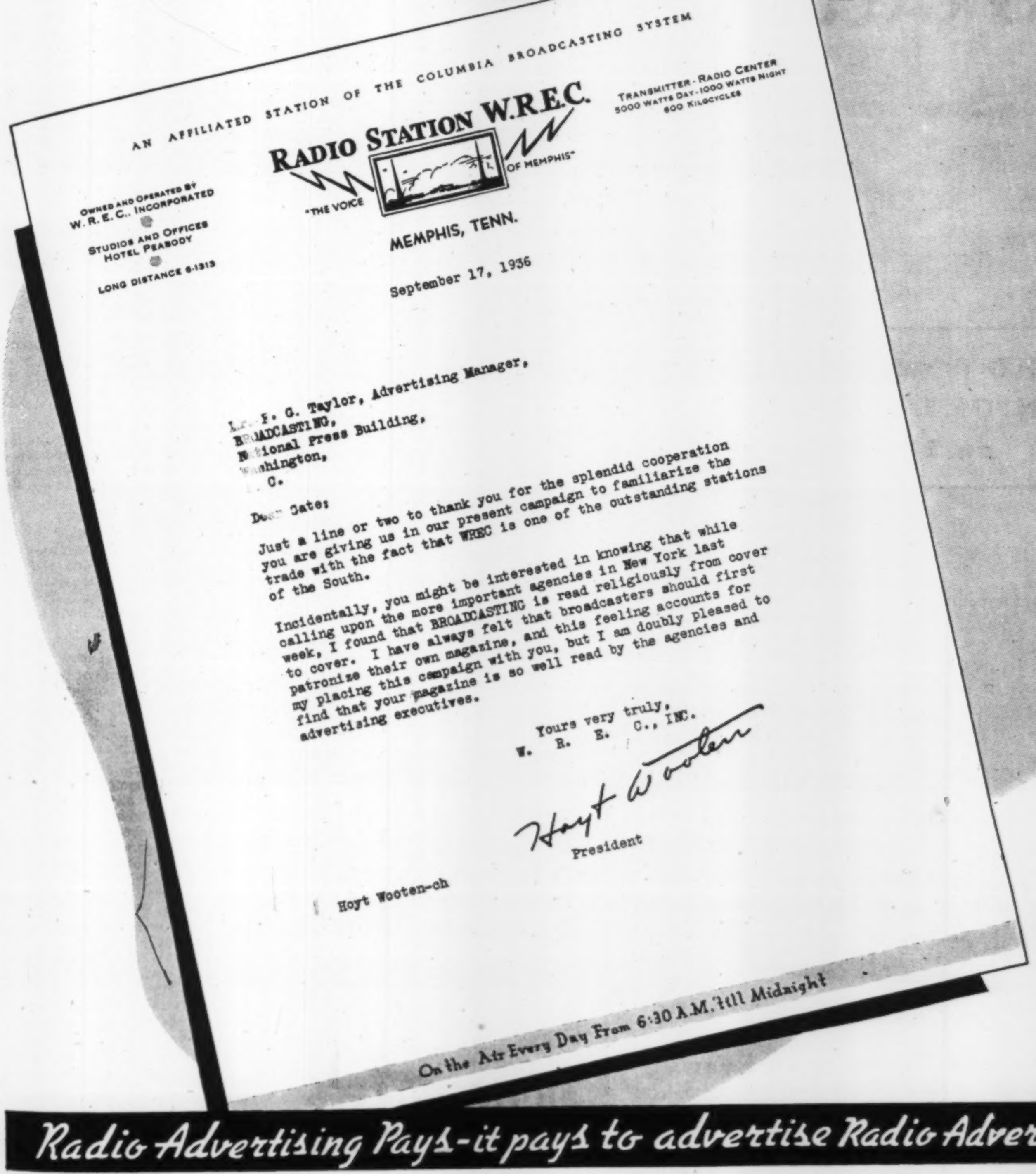
HOYT B. WOOTEN

President, WREC INC.

MEMPHIS, TENNESSEE

says,

"... but I am doubly pleased to find that your magazine is so well read by the agencies and advertising executives."



AN AFFILIATED STATION OF THE COLUMBIA BROADCASTING SYSTEM

RADIO STATION W.R.E.C.

"THE VOICE OF MEMPHIS"

MEMPHIS, TENN.

OWNED AND OPERATED BY W. R. E. C., INCORPORATED

STUDIOS AND OFFICES HOTEL PEABODY

LONG DISTANCE 6-1313

TRANSMITTER - RADIO CENTER
5000 WATTS DAY - 1000 WATTS NIGHT
600 KILOCYCLES

September 17, 1936

Mr. F. G. Taylor, Advertising Manager,
BROADCASTING,
National Press Building,
Washington,
D. C.

Dear Gate;

Just a line or two to thank you for the splendid cooperation you are giving us in our present campaign to familiarize the trade with the fact that WREC is one of the outstanding stations of the South.

Incidentally, you might be interested in knowing that while calling upon the more important agencies in New York last week, I found that BROADCASTING is read religiously from cover to cover. I have always felt that broadcasters should first patronize their own magazine, and this feeling accounts for my placing this campaign with you, but I am doubly pleased to find that your magazine is so well read by the agencies and advertising executives.

Yours very truly,
W. R. E. C., INC.

Hoyt Wooten
President

Hoyt Wooten-ch

On the Air Every Day From 6:30 A.M. Till Midnight

Radio Advertising Pays-it pays to advertise Radio Advertising

WSYR
SYRACUSE

GOOD NEWS
FROM
SYRACUSE

We announce the completion of our ultra-modern transmitter plant, the last word in broadcasting equipment

with

4-FOLD POWER INCREASE
NIGHT and DAY
on 570 K. C.

This basic NBC station brings to an imposing list of advertisers a great dividend in coverage and service.

Did You Know?
Syracuse leads all cities in "listening habits" — get your copy of this survey.

WSYR
"The Voice of Central New York"
"Bigger and Better than Ever"
Represented by Paul Raymer Co.

Educators' Conference

(Continued from page 73)

simultaneous operation of more than a limited television-telephone transmission." He advised educators to keep fully informed on technical and industrial developments in the ultra-high frequency domain and to study carefully in advance what may probably be accomplished by the use of the radio and visual broadcasting services which can be established in this domain.

William Dow Boutwell, director Educational Radio Project, U. S. Office of Education, predicted that major future developments in broadcasting lie in the local field rather than in national broadcasting service, which he said is well advanced toward saturation.

"In my opinion, the principal reason why educators have not been more successful with radio is failure to recognize the importance of production skill," he said. "Until education develops a corps of teachers and supervisors who can write and produce reasonably good programs, the use of radio for education by local educational agencies will make substantially little progress. Education's rights to the air must be achieved by proof of competence in using the air when opportunity offers."

Air Time Inc. Would Buy Time With Merchandise

ALTHOUGH "barter" accounts are frowned upon in the NAB Code of Ethics, a plan whereby radio advertisers can purchase time on stations in the New York metropolitan area with merchandise instead of cash has been started by Air Time Inc., 11 West 42d St., New York. Besides taking merchandise in lieu of cash, the firm would give its advertisers a merchandising service.

Officers of the corporation are: Samuel Halperin, president; William Wolf, treasurer; Samuel Grad, vice-president; Alex Husid, general manager. Mr. Halperin is general manager of Ira Haupt, stockbrokers of Newark. Mr. Wolf is in the wholesale and retail drug business, and Mr. Grad is with Knickerbocker Carpet Co.

The NAB repeatedly has gone on record as opposed to acceptance of any business other than on a strictly card-rate basis.

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS
FOR DOMINANT NEWS COVERAGE

Educational Power Of Radio Stressed

Service of Existing Facilities Is Explained by Prall

EXISTING radio facilities in the United States offer a national audience to educators upon which they can build a stronger patriotism and a finer citizenship, Anning S. Prall, FCC Chairman, declared Dec. 10 in an address at the First National Conference on Educational Broadcasting, held in Washington Dec. 10-12.

Pointing to the limitations of the radio spectrum in providing broadcast facilities, he suggested that technicians remember the needs of other worthy radio and communications services and endeavor to provide "a practicable procedure which will permit the fullest use of radio by all."

Mr. Prall proposed that the Conference convey to Dr. John W. Studebaker, U. S. Commissioner of Education and chairman of the Federal Radio Education Committee, whatever conclusions and recommendations resulted from the Dec. 10-12 sessions. The Federal Committee is operating as a governmental agency and at present is directing an experimental study of the entire radio-education subject preliminary to consideration of an all-embracing plan to deal with it.

Maximum Benefit for All

AS TO THE FCC, Mr. Prall pointed out that its one real function "is to see that broadcasting facilities are used for the maximum benefit of all the people." He told the educators that radio, properly used, "can become an even greater instrument of instruction than the printing press since it provides a dramatic medium, not only because of its immediacy and directness but because it represents communication by the human voice." The FCC "is sincerely interested in and is wholeheartedly supporting the movement looking toward the development of a comprehensible plan for education by radio," he said. "We believe it can be done. And, if in the final analysis it fails to crystallize, it will not be because of any lack of cooperation on the part of the Commission."

Referring to European educational methods, he said they warrant consideration, but added that "you must keep in mind that Europe's problems are not America's; that Europe's radio is not America's; that Europe's tastes differ widely from our own, and that in attempting to devise improvements in educational broadcasting in this country you must take into account those practical considerations, and forget illusory plans that cannot succeed in the United States where they might in other nations."

The consideration in a free America of radio's potential power in the development of public opinion offers opportunity for intriguing speculation, Mr. Prall pointed out. Terming this "propaganda", a word which he reminded now carries a sinister connotation, he proposed that it nevertheless can spread the ideas and ideals of America, can "sell" America to Americans and thus forge a weapon of national unity that no other agency can create. Educators are in a favorable position to spread ideals of citizenship, he said.

Memphis
½ BILLION DOLLAR MARKET

17th WHOLESALE MARKET OF THE U. S.

MEMPHIS leads nearly every other city of the United States of similar size in commercial importance. It is the trading center of a territory extending 200 miles from east to west and 300 miles from north to south, with a population of more than 3½ million. There is no larger city within this area to contend for the key position that Memphis has held for decades.

PROSPERITY
In Memphis and Mid-South

A 100-Million Dollar Cotton crop; bank debits up 22.2%; new homes, up 209%; new apartments and duplexes, up 1,000%; new country homes, up 206%; store sales excellent and still climbing.

"THE VOICE OF MEMPHIS"
CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

5,000 WATTS POWER
WREC
NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Ickes Tells of Federal Radio Studio; Praises Industry for Educational Aids

SO DEEP is the general interest in radio, Secretary of the Interior Harold L. Ickes declared Dec. 10, that the first government studio has been set up in the new Department of the Interior building "with the thought in mind that there is a definite place for government radio programs, just as there is a definite place for government publications." Secretary Ickes made this comment in addressing the first National Conference on Education, which met in Washington Dec. 10-12.

The government has no more desire to compete in the broadcasting industry than it has to preempt the printing business or to edit all commercial publications, however, he said, and continued: "Nor does it seem to me that the federal government should use its radio facilities for propaganda purposes. If any agency of the government attempts to indulge in propaganda, it should be under the same restraints and subject to the same regulations as those governing any broadcast of propaganda.

Praises Radio Industry

"IT SEEMS to me clear that such broadcasting as the Federal Government may properly engage in is of an educational nature—in order that the workings and scope of the various Federal agencies may be made plain and clear to our citizens for the purpose of aiding them in making intelligent criticisms and effective use of such agencies.

"I am informed that the principal chain broadcasters in the nation are more than meeting requirements that a percentage of radio time be made available for educational broadcasting; and I know from our experience in the Department of the Interior that they have shown a fine spirit of helpfulness. If, as the result of this conference, such cooperation in educational broadcasting can be continued and enlarged, an important forward step will have been taken.

"I believe that in course of time, under the pressure of public opinion, the uses to which the radio may be put will strike a reasonable and satisfactory balance. Even now radio advertisers who are alert to public sentiment sugarcoat their sales talks with programs of good music. Whatever the sponsorship, the radio, because of its educational and entertainment value, must be kept available to serve the best interests of the people.

"It must be recognized that there are many who have a vital message but who nevertheless cannot get it over to their audience, although if they could be seen the magnetism of their personalities might turn the trick. A radio personality is the result of training applied to native ability. I regard the radio as the greatest instrumentality that we have for the cultivation of good English.

"Even in mass education, and educational broadcasting would be just that, there is a real danger of standardization, of regimentation, of putting everything on the same level, resulting in the destruction, or at least the serious impairment, of individuality of thought and action. We resent economic regimentation and social unification to the point where individual initiative is lost. We should be alert to avoid that regimentation of minds which might result from imposing the same ideas, the same thoughts, upon large groups of people.

"An example of what seems to me to be the proper type of education by the radio is to be found in the weekly round table broadcasts from the University of Chicago.

"Freedom of the press, freedom of assemblage, freedom of speech and that academic freedom which is implicit in freedom of speech, constitute the piles driven to bedrock upon which our institutions securely stand. These rights must, as a matter of course, extend to and be inseparable from any program of educational broadcasting that is worth the snap of a finger. While the radio should not be subjected to abuse, neither should it suffer from the strangulation of either standardization or censorship."

Nets Big November

FROM what is considered a reliable source, BROADCASTING has learned that NBC will report November billings of $3,400,000 for its combined networks, with the NBC-Red booking $2,400,000 and the Blue $1,000,000. CBS's November billings will be about $2,450,000. With the exception of last month, which carried a large amount of sponsored political broadcasts, November was the best regular business month ever recorded by the networks. Cumulative totals for the 11 months will run about $31,000,000 for NBC and $20,750,000 for CBS.

HARRY O'NEILL, manager of the United Drug Products Co., Chicago, large user of radio programs, spent the first two weeks of December in Hollywood and expected to appoint a Coast radio supervisor, newly-created post, before the holidays.

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

X
MARKS THE
SPOT
•
FOR YOUR SPOT
CAMPAIGN
IT'S
WSOC Charlotte, N. C. an NBC Affiliate

"My Friends"

IT TOOK no less a personality than the President of the United States to prove, in a most convincing and forceful manner, our own humble opinion of how to get the most out of radio broadcasting — and that humble opinion —

FRIENDLY
MICROPHONE
PERSONALITY

It has always been our contention that broadcasters ought to bend their sophisticated bones a bit and "talk up" at their listeners, so to speak. There is a multitude of folk who like to feel that the party at the microphone end of their radio entertainment is a human sort of a person — they like to feel that they know him — he's as welcome in their homes as any friendly caller.

And you can just bet that WWVA personalities are "as welcome as the flowers in May" in thousands of Eastern Ohio, Western Pennsylvania and Northern West Virginia homes — a welcome which has been inspired by a sincere "My Friends" sort of production. That's why we are getting results for a pretty packed schedule of satisfied advertisers.

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STILL without any broadcasting stations, Greece has abandoned plans for a 100,000-watt station at Athens and instead is planning to order a 10,000-watter from Germany for that city and a smaller station for Salonika. The Grecian station will be supported by set taxes and sponsored programs.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

At Liberty

WITH Fred Niblo as master of ceremonies, the NBC-Blue network is devoting its Wednesday 9-10 p. m. period to the *Professional Parade* in cooperation with the WPA Federal Theater Project to encourage the use of variety performers in movie houses. The program is designed to help provide employment for professional entertainers left "at liberty" by the decline of vaudeville, and the show parades their talents before the microphone.

Sinclair Drops Minstrel

SINCLAIR REFINING Co., New York, after six years on the air have decided to drop the *Greater Sinclair Minstrels* program on the NBC-Blue network, Mondays, 9-9:30 p. m. The last program will be heard Jan. 4. Whether client will substitute another program into this period, or sign off the air entirely is unannounced at press time. Federal Adv. Agency Inc., New York, has the account.

TIDE WATER ASSOCIATED OIL Co., New York (petroleum products) has again signed Eddie Casey for another series of football broadcasts during the fall of 1937 on the Yankee Network. Lennen & Mitchell Inc., New York, placed the account.

IN BALTIMORE, IT'S
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216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Local Texas station desires salesman. Commission basis. Give full details of self and experience. Box 593, BROADCASTING.

Announcers - Operators - Continuity Writers. Register with Radio Department, Cleveland Vocational Bureau; Cleveland, Ohio. Positions now open.

Situations Wanted

Operator, age thirty-three; twelve years broadcast experience; five years technical supervisor. Box 575, BROADCASTING.

For experienced Announcers, Operators, Continuity Writers, write your requirements to Cleveland Vocational Bureau, Cleveland, Ohio. No charge.

Operator holding first class Broadcast Telegraph licenses, practical radio engineering training, copy press 35 to 40 words per minute, desires position broadcast station. Box 594, BROADCASTING.

Young station executive, ten years' experience as Manager and Commercial Manager desires new connection. Would like to become affiliated with small station in same capacity. Can produce results. Excellent record. Box 591, BROADCASTING.

Commercial man, announcer; eight years in radio; Commercial Manager station 252,000 population six years — married; 35 years old. I can put my cards on the table. Presently employed. Box 590, BROADCASTING.

Competent advertising man, now in newspaper work, with 15 years' fruitful experience, recognizes better opportunities in radio. Record of efforts and sales direction will tell at once he knows how to get results from men and plans. Box 588, BROADCASTING.

Broadcast Operator, radio telephone first class license. Broadcast, police and ultra-high frequency experience. 30 years old, college education. Able and willing to assume responsibility. Available middle of January for any permanent position. Address W. B. Schroeder, Chief Operator, WQFQ Lafayette Police Dept., Lafayette, Ind.

Young station executive, ten years' experience as commercial manager, program director, continuity and news editor, sales promotion, feature announcing, etc., with network station for last five years, successfully handling national accounts, desires new connection. Will be available January 15, 1937. Address Box 587, BROADCASTING.

CAN YOU USE A MAN . . .

Qualified for news, sports announcing, editing news broadcasts, handling publicity and promotion for your station and producing original sports features?

THEN HERE'S YOUR MAN . . .

He's 30, married, college graduate, now writing sports on one of Midwest's leading dailies. Has written continuity and handled headline sports and news features during past three years. Has nine years experience writing news, movies, sports, features, editorials. Desires change of scenery and wants to make radio his full time job. Box 589, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale — Equipment

Western Electric 5000 watt 5-C Transmitter. In first class condition, being recently retired from service. Sold complete, available immediately. Address inquiries KWK, Hotel Chase, St. Louis, Mo.

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

Last Call

for

ADVERTISING COPY

for the

1937

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IF YOU HAVEN'T RESERVED SPACE IN THIS IMPORTANT ISSUE – WIRE YOUR RESERVATION TODAY! RUSH YOUR COPY!

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

NOVEMBER 30 TO DECEMBER 12, INCLUSIVE

Decisions . . .

DECEMBER 1

APPLICATIONS GRANTED:

WGRB, Freeport, N. Y. — License for CP change equip.

KDAL, Duluth — License for mod. CP move Moorhead to Duluth.

KMMJ, Clay Center, Neb.; WIBU, Poynette, Wis.—License for CP new equip.

WRAK, Williamsport, Pa.—License for CP new equip., vert. radiator, move trans.

KWTO, Springfield, Mo. — License for CP new equip., increase D to 5 kw, move trans., vert. radiator.

WFAM, South Bend, Ind.—License for CP new equip.

KRLD, Dallas; KOB, Albuquerque, N. M.; WGL, Fort Wayne, Ind.—CP equip.

KFJM, Grand Forks, N. D.—License for CP move trans. to University campus, new equip., change 1370 kc 100 w unl. to 1410 kc 500 w N 1 kw D unl.

WKZO, Kalamazoo—License for CP new trans.

KMLB, Monroe, La. — License for CP move locally, change equip., increase D to 250 w.

WTAD, Quincy, Ill. — License for CP move trans., new equip.

WBEN, Buffalo—Mod. license aux. trans.

WABC-WBOQ, New York—Vol. assign. license to Columbia Broadcasting System Inc.

KNX, Los Angeles; WCCO, Minneapolis; WJSV, Washington; WBT, Charlotte, N. C.; KMOX, St. Louis; WBBM, Chicago; WEEI, Boston; WKRC, Cincinnati —Vol. assignment license to CBS Inc.

KFRO, Longview, Tex. — Temp. auth. spec. hours.

APPLICATIONS DISMISSED—WSAY, Rochester, mod. license re hours, power; NEW, H. E. Studebaker, La Grande, Ore., CP 1420 kc 100 w 250 w LS unl.; WJTN, Jamestown, N. Y., dismissed protest WSAY to vol. assign. license to James Brdcstg. Co. Inc., granted 10-20-36, later reconsidered and set for hearing on WSAY protest, which has been withdrawn.

SET FOR HEARING — NEW, Bend Bulletin, Bend, Ore., CP 1310 kc 100 w 250 w D unlt.; NEW, Waterloo Daily Courier, Waterloo, Ia., CP 1420 kc 100 w unl.; NEW, Fayette Brdcstg. Corp., Uniontown, Pa., CP 1420 kc 250 w D; NEW, S. H. Patterson, Denver, CP exp. station Rule 970 on 1570 kc 1 kw unl.; NEW, Central Brdcstg. Corp., Centralia, Wash., CP 1440 kc 1 kw unl.; NEW, Mile High Radio Corp., Denver, amended CP 1210 kc 100 w 250 w D unl.; NEW, Harold M. & Mrs. Eloise Finlay, La Grande, Ore., amended CP 1420 kc 100 w 250 w D unl.; NEW, Berks Brdcstg. Co., Pottsville, Pa., amended CP 580 kc 250 w D; WAPO, Chattanooga, CP new equip., increase D to 250 w; WSBC, Chicago, CP change equip., increase D to 250 w; KYOS, Merced, Cal., mod. license 1040 to 1280 kc, increase from 250 w D to 250 w unlt.; WREC, Memphis, mod. license N 1 to 5 kw (before Division); WDAE, Tampa, Fla., mod. license N 1 to 5 kw (before Division).

RATIFICATION — WMCA, New York, granted temp. auth. 1 kw directional LS to midnight 10 days for tests.

MISCELLANEOUS—WKRC, Cincinnati, vol. assign. exp. auth. to CBS Inc.; WBBM, Chicago, vol. assign. exp. auth. to CBS Inc; NEW, Lincoln Memorial Univ., Middlesboro, Ky., granted petition waive Rule 105.25 on time to file appearance and desire to be heard and accepted under waiver its appearance and statement of facts to be proved at hearing; NEW, Bay State Brdcstg. Corp., Providence, R. I., reinstated on hearing docket, new hearing ordered re applic. CP 720 kc 1 kw ltd.; WPAR, Parkersburg, W. Va., denied reconsideration denial applic. increase D 100 to 250 w and grant same; WBNO, New Orleans, granted request extend effective dates Rules 132, 139 and denied reconsideration and grant without hearing applic. renewal license, assignment of license to Pelican State Brdcstg. Co., and applic. of latter for change from 1200 to 1500 kc 100 w unl.; KGFW, Kearney, Neb., granted dismissal without prejudice applic. CP new equip., move trans. and studio to Omaha; NEW, Ted R. Woodward, Kingsport, Tenn., denied petition to cancel and declare default in applic. Lincoln Memorial Univ. new station at Middlesboro, Ky., 1210 kc 100 w unl.

DECEMBER 8

APPLICATIONS GRANTED:

WGCM, Gulfport, Miss.—CP new equip.

WOV, New York—CP new equip., vert. radiator.

WMBC, Detroit — License for mod. CP new equip.

KJR, Seattle — License for CP new equip., move locally using KOMO antenna.

KUJ, Walla Walla — License for CP change equip.

WTAD, Quincy, Ill. — License for CP mod. license increase D 500 w to 1 kw.

WBHP, Huntsville, Ala. — Mod. CP trans. site, studio, vert. radiator.

WHAS, Louisville—Vol. assign. license to Louisville Times Co.

WGL, Fort Wayne, Ind.—Vol. assign license to Westinghouse Radio Stations Inc.

W3XEP, Camden, N. J.—CP new aural equip., increase to 30 kw, granted license for same.

APPLICATIONS DENIED—KRSC, Seattle, temp. auth. unlt. time December pending construction vert. radiator; NEW, Curtis P. Ritchie, Trinidad, Col., CP 1310 kc. 100 w unltd. and NEW, William Avera Wynne, Wilson, N. C., CP 1310 kc 100 w D, both denied as in default.

APPLICATIONS DISMISSED — WCBA, Allentown, mod. license; WSAN, Allentown, mod. license; WAWZ, Zarephath, N. J., mod. license.

SET FOR HEARING — NEW, Service Life Ins Co., Omaha, CP 1500 kc 100 w unl.; NEW, Northwest Publications Inc., Duluth, CP 920 kc 250 w D; NEW, Paul J. Gollhofer, Brooklyn, CP 1500 kc 100 w spec. (hours of WMBQ); NEW, Eugene Meyer & Co., d/b Washington Post, Washington, amended CP 1310 kc 100 w 250 w D unl.; NEW, Hearst Radio Inc., Albany, N. Y., amended CP 1240 kc 1 kw unl. directional; NEW, Metropolis Co., Jacksonville, Fla., amended CP 1290 kc 250 w unl.; NEW, Waterloo Times-Tribune Pub. Co., Waterloo, Ia., amended CP 1370 kc. 100 w D; NEW, Loyal E. King, d/b Radio & Television Research Co., Los Angeles, amended CP exp. 1570 kc 1 kw unl.; KWK, St. Louis, (before Division) mod. license N 1 to 5 kw.; WSPR, Springfield, Mass., (before Division) mod. license to 1140 kc 250 w 500 w D unl.; WMIN, St. Paul, mod. license 1370 to 1360 kc, increase 100 w 250 w D to 250 w unl.; WKZO, Kalamazoo, exp. auth. 250 w 1 kw D unl to 3-1-37; NEW, Wichita Brdcstg. Co., Wichita Falls, Tex., amended CP 620 kc 250 w 1 kw D unl.; NEW, West Texas Brdcstg. Co., Wichita Falls, Tex., amended CP 1380 kc 1 kw unl. directional N.

ORAL ARGUMENTS CANCELLED — NEW, Gulf Coast Brdcstg. Co., Corpus Christi, Tex.; NEW, Comer Thomas, Bellingham, Wash.; NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J.

RATIFICATIONS—WBBZ, Ponca City, Okla., granted extension temp. auth. Adelaide Lillian Carrell to operate station in December; KALE, Portland, Ore., granted extension temp. auth. unltd. time December; KFNF, Shenandoah, Ia., granted extension temp. auth. Simul.-WILL spec. hours; WJEJ, Hagerstown, Md., granted extension temp. auth. 50 w spec. hours; WJTN, Jamestown, N. Y., granted vol. assign. CP from A. E. Newton to James Brdcstg. Co. Inc.; WOL, Washington, effective date of order of 10-13-36 granting applic. CP extended to 12-8-36; WHAZ, Troy, N. Y., effective date of order of 11-17-36 extended to 12-8-36; effective date order of 11-17-36 on applic. Mrs. C. A. S. Heaton for CP extended to 12-8-36; Warner Bros., effective date order 11-17-36 extended to 12-8-36.

ORAL ARGUMENT: WKZO, Kalamazoo, 2-4-37; NEW, North Jersey Brdcstg. Co. Inc., Paterson, N. J., same.

MISCELLANEOUS—WPRO, Providence, R. I., KFOX, Long Beach, Cal., KDYL, Salt Lake City, extended effective date order 12-15-36 to 12-22-36; WHB, Kansas City, extended effective date order 12-15-36 to 1-12-37; NEW, U. S. Brdcstg. Co., Columbus, granted petition waive Rule 104.6(b) regarding time for filing notice of appearance and permitted applicant's appearance to be received re applic. CP 1310 kc 100 w unl.; KFUO, St. Louis, granted petition asking Commission to withhold proceedings on applic. KSD, St. Louis, for mod. license, directed Examiner to withhold report on KSD hearing until applic. of KFUO for auth. one-half time on 550 kc, Sh.-KSD is heard. At the general session Dec. 9, Commission ordered applic. Black River Valley Brdcsts. Inc., Watertown, N. Y., be set for hearing because of pending applic. CP ordered for hearing de novo 12-2-36, with related applic. Watertown Brdcstg. Corp.

Examiners' Reports . . .

NEW, News-Press Pub. Co., Santa Barbara, Cal. — Examiner Hill recommended (I-312) that applic. CP 1220 kc 500 w unltd. be granted.

NEW, Glenn, Van Auken, Indianapolis —Examiner Seward recommended (I-313) that applic. 1050 kc 1 kw D be granted.

NEW, Walker Jamar, Duluth — Examiner Irwin recommended (I-314) that applic. CP 1200 kc 100 w. unltd. be denied.

Applications . . .

NOVEMBER 30

WBNX, New York—CP new trans., directional antenna, increase 1 to 5 kw, move trans.

NEW, WRBC Inc., Cleveland—CP 780 kc 1 kw unltd., amended to 880 kc.

WMBC, Detroit—License for CP as mod. change equip.

WPTF, Raleigh, N. C.—Ext. exp. auth. 5 kw spec. hours, directional N.

WSGN, Birmingham — License for CP new equip.

KRRV, Sherman, Tex. — CP change equip., increase 100 to 250 w.

NEW, Malcolm H. Clack, Amarillo, Tex. —CP 1500 kc 100 w unltd.

KLRA, Little Rock, Ark.—CP vert. antenna, increase 1 kw 2½ kw D to 1 kw 5 kw D.

WIRE, Indianapolis—Auth. consent transfer control from W. E. Vogelback & Douglas E. Kendrick to Central Newspapers Inc.

WTAD, Quincy, Ill.—License for mod. CP 500 w to 1 kw.

KMJ, Fresno, Cal.—Mod. license 500 w 1 kw D to 1 kw N & D.

KUJ, Walla Walla, Wash.—License for CP change equip.

NEW, Continental Radio Co., Denver—CP 880 kc 500 w 1 kw D Sh.—KPOF, contingent new freq. for KFKA; CP 630 kc 500 w 1 kw D unltd.

DECEMBER 1

WHEC, Rochester—License for CP as mod. new equip., move trans.

NEW, Valley Brdcstg. Co., Youngstown, O.—CP 1370 kc 100 w 250 w D unltd., amended to 1350 kc 1 kw.

NEW, Frank O. Klapp, Zanesville, O.—CP 1210 kc 100 w unltd., facilities WALR.

NEW, Wm. W. Ottaway, Port Huron, Mich.—CP 1370 kc 250 w D.

WEAU, Eau Claire, Wis.—Mod. CP as mod. re trans., studio sites, amended re trans., studio sites, change hours D to ltd.

WGL, Fort Wayne — CP new antenna, move trans. locally.

KVCV, Redding, Cal. — License for CP as mod. 1200 kc 100 w unltd.

KXRO, Aberdeen, Wash. — CP change trans., new antenna, increase D 100 to 250 w, move trans. locally.

DECEMBER 3

WHAS, Louisville — CP vert. antenna, move trans., amended re trans., change name by omitting Courier-Journal Co.

WATL, Atlanta—Vol. assign. CP to Atlanta Brdcstg. Co.

WMFG, Hibbing, Minn. — License for CP change equip., increase power.

KMA, Shenandoah, Ia.—Mod. license 1 kw 5 kw D to 5 kw N & D.

KVI, Tacoma — License for CP new equip., move trans., increase power.

KFVD, Los Angeles—Mod. license 1000 to 990 kc., license for CP new trans.

DECEMBER 4

WKRC, Cincinnati — Vol. assign. exp. auth. to CBS Inc.

WPAR, Parkersburg, W. Va. — Auth. transfer control to Exponent Co.

WBBM, Chicago—Vol. assign. exp. auth. to CBS Inc.

KFRU, Columbia, Mo.—License for CP new equip.

KDON, Del Monte, Cal.—CP change 1210 to 1280 kc, new trans., increase 100 to 250 w, 1 kw D, amended to 1400 kc.

KGEZ, Kalispell, Mont.—CP new antenna, move trans.

NEW, Vancouver Radio Corp., Vancouver, Wash.—CP 880 kc 250 w D.

DECEMBER 5

WHDL, Olean, N. Y.—License for CP change equip., freq., increase power, move trans.

WSYR, Syracuse — License for CP as mod. new equip, increase power, move trans.

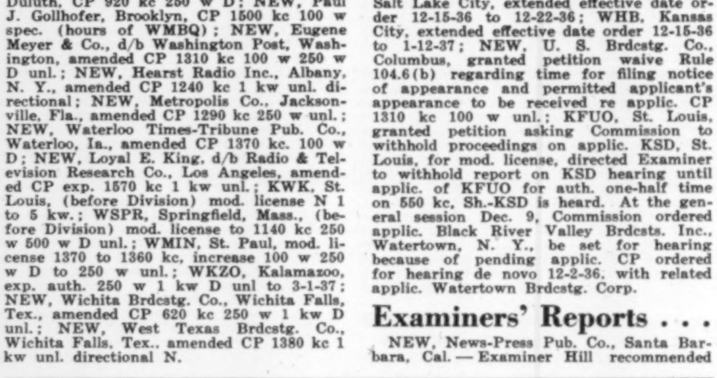
KUOA, Siloam Springs, Ark.—License for CP change equip., antenna, increase power, move station.

NEW, Wichita Brdcstg. Co., Wichita Falls, Tex. — CP 630 kc 1 kw unltd., amended to 620 kc.

KSTP, St. Paul—License for CP change equip., move trans.

KVOR, Colorado Springs—CP new trans.

NEW, Chase S. Osborn Jr., Fresno, Cal. —CP 1440 kc 500 w unltd.



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EVER BEEN LOST HERE?—This is the new handy guide to the labyrinthian maze that is the FCC's headquarters in Washington. It was published by the Government Printing Office to help the frequent FCC visitors find their way about the new Postoffice and Interstate Commerce Commission buildings in which the FCC has its offices.

DECEMBER 7

WNBF, Binghamton, N. Y.—License for CP new antenna, move trans.

WMBO, Auburn, N. Y.—Auth. transfer control from Roy L. Albertson to Auburn Pub. Co.

KTFM, Temple, Tex.—License for CP as mod. new station.

WGPC, Albany, Ga.—License for CP as mod. new equip., change antenna, move studio, trans.

NEW, Tribune Co., Tampa—CP 550 kc 1 kw 5 kw D unltd., amended to 940 kc, change antenna.

NEW, Wichita Brdcstg. Co., Wichita Falls, Tex.—CP 620 kc 1 kw unltd., amended 1 kw to 250 w 1 kw D, vert. antenna.

KCKN, Kansas City—License CP change equip.

DECEMBER 9

WLBZ, Bangor, Me. — License for CP new trans.

WSAY, Rochester — CP change equip., increases 100 w to 100 w 250 w D, unl.

NEW, Staunton Brdcstg. Co. Inc., Staunton, Va.—CP 1500 kc 100 w 250 w D unl., amended to D only, 250 w.

WCHS, Charleston, W. Va. — CP vert. antenna, increase N 500 w to 1 kw.

KADA, Ada, Okla.—Mod. license D to unl.

NEW, R. W. Page Corp., Columbus, Ga. —CP 950 kc 250 w unl., amended to 610 kc.

NEW, El Paso Brdcstg. Co., El Paso, Tex.—CP 940 kc 1 kw unl.

KID, Idaho Falls, Id.—License for CP as mod. new equip., increase power, move trans.

NEW, Roberts-MacNab Hotel Co., Bozeman, Mont.—CP 1420 kc 100 w 250 w D unl.

KVOD, Denver—CP change 920 to 630 kc, from Sh.-KFEL to unl., increase 500 w to 1 kw, directional N, move trans.

KROW, Oakland, Cal.—CP new trans., vert. antenna, increase 1 to 5 kw, move trans.

DECEMBER 10

WNBZ, Saranac Lake, N. Y. — CP change transmitter.

KGHI, Little Rock, Ark.CP move trans. locally, vert. antenna.

WNOX, Knoxville—Mod. CP new trans., antenna, increase power, move trans., asking new trans.

WREN, Lawrence, Kan.—Auth. transfer control from R. R. Jackson, Jean Jackman Carter, R. C. Jackman, F. C. Jackman, O. E. Jackman, Katherine Jackman Smith, Vernon H. Smith to Kansas City Star.

KFXD, Nampa, Id.—License for CP new equip.

DECEMBER 11

WABI, Bangor, Me.—License for CP new trans., antenna, increase power, change hours.

NEW, C. C. Baxter, Dublin, Tex.—Vol. assign. license to WFTX Inc.

KFPL, Wichita Falls, Tex.—CP change 1310 to 1500 kc, new trans, change antenna, move trans. locally.

KRBC, Abilene, Tex.—License for CP new equip., increase power.

WRBL, Columbus, Ga.—Mod. CP new trans, to change freq. 1200 to 950 kc, and from 100 w 250 w D to 250 w 500 w D.

KWJJ, Portland, Ore.—License for CP as mod. change equip., move trans., studio.

KDP, Santa Barbara, Cal.—License for CP change equip., increase power.

KVOA, Tucson, Ariz.—License for CP as mod. change equip., new antenna, increase power.

Hummert, Seibold Form Film Service

FRANK HUMMERT, vice president of Blackett - Sample - Hummert Inc., New York, A. H. Diebold, president of Sterling Products Inc., James A. Miller, Waddill Catchings, financier, and others have formed Miller Film Co., New York, a new firm that will record sound on film for radio stations.

Offices have not yet been opened in New York, nor were any details available as BROADCASTING went to press. An arrangement has been made by the company with Associated Music Publishers, subsidiary of North American Co., to use its recorded program library. M. E. Tompkins, president of AMP, said that while AMP has made a close association with Miller Film Co. it will continue to supply transcriptions to the trade as heretofore and keep step with developments in recording and sound reproduction.

Mr. Catchings said there are "some Wall St. men" behind the Miller Film Co., but not Walter Chrysler or Harrison Williams as had been mentioned in trade reports. The method by which the recording is made on film is said to be a recent invention and Miller Film Co. was organized to commercialize the process. It is understood that equipment to convert film recordings into sound will be furnished by the company.

NEW, Salinas Newspapers Inc., Salinas, Cal.—CP 1390 kc 250 w D.

Add Examiners' Reports

WSBT, South Bend, Ind.; WEMP, Milwaukee — Examiner Dalberg recommended (I-315) that applic. WSBT change 1360 kc 500 w Sh. to 1010 kc 1 kw unltd. be denied; that applic. WEMP to change 1310 kc 100 w D to 1010 kc 250 w 500 w LS be denied.

NEW, Dr. F. P. Cerniglia, Monroe, La. —Examiner Hill recommended (I-316) that applic. CP 1500 kc 100 w unltd. be denied.

WHAT, Philadelphia—Examiner Dalberg recommended (I-317) that applic. change 1310 kc 100 w Sh.-WTEL to 1220 kc 1 kw unltd. be denied.

NEW, Asheville Daily News, Asheville, N. C.—Examiner Hill recommended (I-318) that applic. CP 1370 kc 100 w unltd. be granted.

KXL, Portland, Ore.—Examiner Seward recommended (I-319) that applic. for renewal and transfer of control be granted.

New Station in Toronto, CRCY, Will Carry Only Programs of Commission

CRCY, Toronto, is the first station opened since the Canadian Broadcasting Corporation took control of the government-owned stations at the beginning of November. CRCY, the revamped CKNC which was bought by the former Canadian Radio Commission and operates with 100 watts on 1420 kc., was put into operation to counteract the interference of the corporation's main Toronto station, CRCT, caused by Mexico's XERA. CRCY went on the air early in December and will carry only corporation programs, not competing commercially with private stations.

CRCV, Vancouver, was to go on the air with a new 5,000-watt transmitter, new buildings and new 425 foot tower about the middle of December. The finishing touches are now being put on the station. It is understood that shortwave transmitter VE9HX, Halifax, has been rebuilt and throws such a good signal into England that American advertisers are endeavoring to get time on this station, operated by CHNS. It is expected that the Canadian Broadcasting Corp. will soon have available a 12-hour per day sustaining service for all Canadian stations instead of the eight hours now provided.

LENOX R. LOHR, NBC president, on Dec. 7 issued an order to all department heads and managers of NBC owned and operated stations that in addition to Dec. 25 and Jan. 1 all general offices employes were to be free either Dec. 26 or Jan. 2, making one three-day weekend for all.

MR. E. H. RIETZKE

PRESIDENT OF CREI

ARE YOU PREPARED FOR THE PROBLEMS OF TOMORROW?

The "lab" problems of yesterday are the commonplace equipment today!

A few years ago very small minimum frequency deviation and high percentage modulation were in the "lab" stage. Today, they are compulsory . . . and today new developments are forecasting new problems for tomorrow. Too many dissatisfied radiomen fail to realize it is they who are unsatisfactory. Men who KNOW their work are always happy and generally better paid.

WRITE FOR FREE COPY OF CREI "TESTED PLAN" FOR RADIOMEN

—an informative and illustrated booklet for men who are not satisfied with their present status in the radio field.

CAPITOL RADIO
ENGINEERING INSTITUTE
Dept. B-12
Washington, D. C. 14th & Park Rd.
New York City 29 Broadway

CREI

GUARANTEED ACCURACY

Scientific RADIO SERVICE CRYSTALS

are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN 3 CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-1262
for price list.

Scientific RADIO SERVICE
124 Jackson Ave. University Park, Hyattsville, Md.

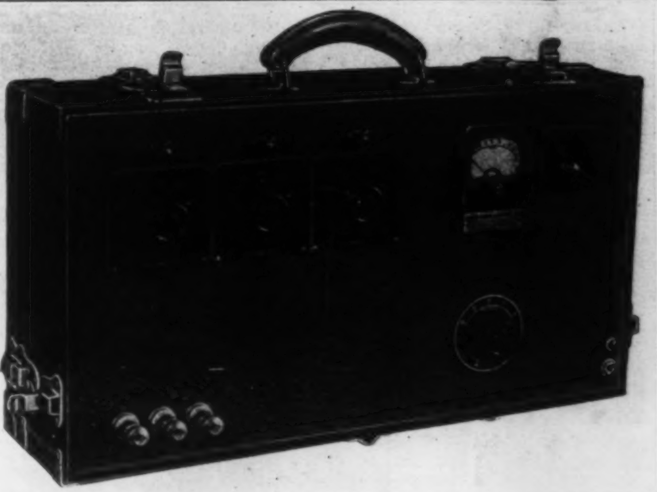
Remote Amplifier B-94

—*can give you*

1—Mixing of three Velocity, Dynamic or Inductor microphones with wiping contact controls.

2—A 100 Db. gain amplifier with level indicator. A.C. or Battery operation.

3—Smart appearance—Complete portability.



GATES RADIO & SUPPLY CO.
Manufacturing Engineers,
QUINCY, ILL., U.S.A.

Merchandising & Promotion

Free Coca Cola—Pug's Mug—Kids and Pets—Fibber & Molly, Salesmen—Holiday Festival

COCA-COLA BOTTLING Co., of Boston has mailed 25,000 coupons in the Boston area which entitle recipients to a free carton of six bottles of Coca-Cola, only payment being a deposit on the bottles. The offer is part of the Boston merchandising campaign in connection with the local placement of six weekly transcriptions produced by NBC, with D'Arcy Adv. Co., St. Louis, as agency for the national campaign.

Yankee Network "Radiograms" have been sent to several thousand dealers in the Boston area, advising them to "cash in on the new Coca-Cola radio program". Spotlight ads are being inserted in two Boston newspapers through next May. The sponsor's campaign is designed mainly to increase home consumption.

* * *

AN ANALYSIS of leading advertisers' choice of network facilities has been issued by CBS in the form of a jacketed mimeographed brochure. Data relate to the network choices of the 100 advertisers who invested more money in all media than any of the other national advertisers, and cover 1935 expenditures. It was designed to answer requests for information about use of networks by automobile advertisers, received following issuance of an automotive brochure by CBS.

* * *

WNOX, Knoxville, is promoting the giving of radio sets as Christmas gifts. The campaign, conducted on the station's own initiative, is being promoted among dealers and jobbers in Knoxville and East Tennessee and is expected to build good will in the trade as well as to increase the number of radio listeners.

* * *

GENERAL SHOE Corp., Nashville (Jarman shoes) is running a prize contest on its NBC-Blue network program, Tuesdays, 10:30-11 p. m., for the best 25-word letter on the subject, "I like Jarman shoes because ---." The prize will be a Packard 120 Sedan. All official entry blanks are being distributed through Jarman dealers.

KELLOGG Co., Battle Creek (cereal) mails a book of 12 stories of famous artists and musicians for a Kellogg box top and 9 cents in stamps to cover mailing costs, in connection with its *Singing Lady* series. The sponsor also has a Singing Lady Party Kit, consisting of invitations, place cards, games, menus, etc. for a children's party, for a boxtop and 10 cents.

* * *

WFIL, Philadelphia, has mailed to advertisers and agencies a black and silver cardboard file containing proofs of recent newspaper advertising, and in addition has sent them cartons of book matches. The cover of the matches contains the proposed new antenna and mentions NBC and MBS affiliation. The inside flap carries a statement of coverage claims.

* * *

KFDM, Beaumont, Tex., uses a four-page two-color promotion piece for its correspondence, space being left on the front cover for letters. The center spread contains market and promotion material as well as a classified list of sponsors. The back page is devoted to a condensed market summary and coverage map.

* * *

GENERAL FOODS Corp., New York, currently on WBZ-WBZA, Boston-Springfield, gives a three-ounce bar of Bakers chocolate free with each purchase of a 12-ounce can of Calumet baking powder.

* * *

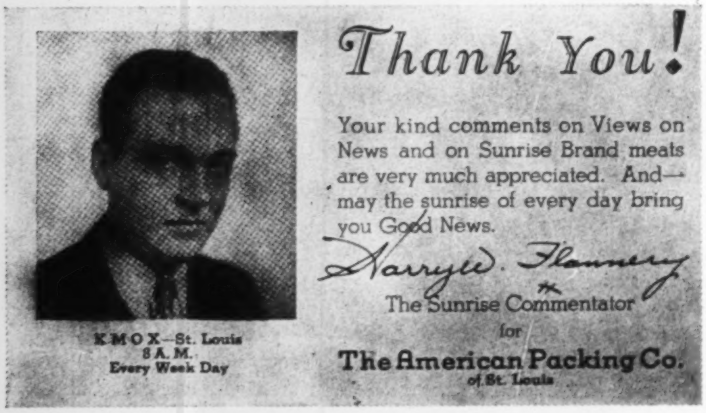
MENNEN Co., Newark (shaving preparations) on Nov. 30 made a one-time offer of five Mennen products for 10 cents on its *Famous Jury Trials* program on MBS network, Mondays, 10-10:45 p. m.

* * *

TASTYEAST Inc., Trenton, is sending an autographed photograph of James J. Braddock, heavyweight boxing champion, for four Tastyeast wrappers.

* * *

ALLEGHENY STEEL Co., Pittsburgh, sends six teaspoons made of Allegheny metal for $1, as a premium offer on its spot campaign.



Thank You!

Your kind comments on Views on News and on Sunrise Brand meats are very much appreciated. And— may the sunrise of every day bring you Good News.

Harry W. Flannery

The Sunrise Commentator
for
The American Packing Co.
of St. Louis

KMOX—St. Louis
8 A. M.
Every Week Day

FOR FAN MAIL—Harry W. Flannery, broadcasting *Views on News* for American Packing Co., on KMOX, St. Louis, for two years, uses this labor-saving card for his bulky fan mail, all of which he answers. He finds them more effective than letters in replying to listeners.

AS AN ADJUNCT to *Bob Becker's Dog Club of the Air*, broadcast 8:15-8:30 p. m. Tuesdays on WGN, Chicago, its sponsor, John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), has launched a series of children's studio parties to be held once a month on Saturday morning in WGN's main audience studio. Tickets for these morning broadcasts are sent on request to boy and girl dog owners, who will later be invited to join the Red Heart Dog Club, although so far they have not been told how to obtain membership. Virginia Clark serves as official hostess at these parties and there is a guest of honor whom Bob Becker interviews, Norris Goff (Lum of *Lum and Abner*) on the first broadcast.

Boys and girls from the audience are also called on by Bob to tell about their own pets. The first of this Saturday series was held on Nov. 29 and the second is scheduled for Dec. 19, to get in ahead of the holidays. Others will probably be held on the third Saturday of each month. Premium offers of dog leashes on the Tuesday evening family programs and of toy airplanes on the Saturday juvenile shows are made by the sponsor in exchange for box-tops. Henri, Hurst & McDonald Inc., Chicago, is in charge of the account.

* * *

THE story of *Fibber McGee & Molly* as salesmen for the products of S. C. Johnson & Son Inc., Racine, is narrated in an eye-capturing promotion piece issued by NBC. It is an animated and illustrated reprint of the program's sales achievements turned out by Needham, Louis & Brorby Inc., Chicago, the Johnson agency.

Among success statements authorized by the sponsor are these: "Dealers everywhere report sales increases of 30% to 50% on Johnson's wax polishes; an impartial "pantry shelf" survey in a city of 150,000 shows an increase of nearly 20% for the wax in 1936 over 1935; in the same survey, Johnson's auto cleaner and auto wax were found in twice as many homes as in 1935. A big reason for these increases is Johnson's radio program on NBC, *Fibber McGee & Molly*."

* * *

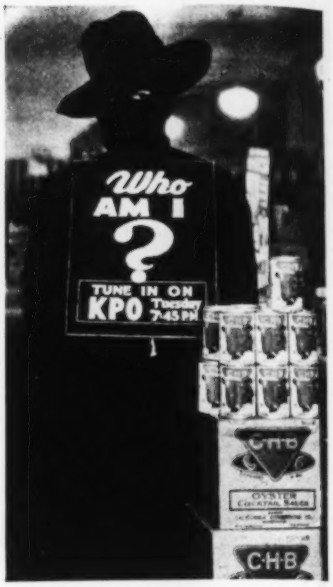
MOLLE Co., Bedford, O. (shaving cream) through its *Molle Question Show* on NBC-Red network, Tuesdays, 9-9:30 p. m., is offering 10 Bulova wrist watches weekly for the best questions or problem submitted for use on the program. All entries must be accompanied with a carton from a full-size tube or jar of Molle shaving cream. The sponsor is continuing the practice of giving each person who appears before the microphone on Tuesday nights a tube of his product.

* * *

LEVER BROS., Cambridge (Lifebuoy soap & Rinso) is making a free offer of a child's wash-up chart and a school-size cake of Lifebuoy soap to all who write in to the sponsor in care of the station to which they are listening. Offer is made on the CBS *Ken Murray* program on CBS, Tuesdays, 8:30-9 p. m.

* * *

IN ANNOUNCING its new rate card, effective Dec. 15, WLS, Chicago, distributed a colored folder presenting mail breakdown maps showing its major coverage area by counties and its national coverage as well as a metropolitan Chicago map.



GUESS WHO'S HERE—California Conserving Co., San Francisco (CHB condiments), uses this unique method at the Crystal Palace Market to call attention to its Tuesday night *CHB Studio Party* broadcast which started Nov. 17 over 10 NBC-Pacific Red stations. The hooded mystery man's question "Who Am I"?, is a direct tie-in with the game by the same name which is featured each week during the quarter-hour broadcast. All artists appearing on the broadcast participate in the game which is played by the process of elimination. Dialers are invited to participate. Those sending in correct solutions along with two labels from CHB condiments, are awarded prizes. First week's mail brought more than 10,000 replies—said to be an all-time record for an NBC Pacific Coast quarter-hour nighttime program. Agency is Emil Brisacher & Staff, San Francisco.

FIRST NATIONAL STORES, New England chain of 2,700 stores, which is using radio extensively, staged a 90-minute radio festival Thanksgiving afternoon via Yankee Network. The affair was promoted on the four First National programs on Yankee just prior to the holiday. The show itself was staged in connection with a talent and executive dinner, which provided program atmosphere. A photograph of the cast around a Thanksgiving table had been sent to New England newspapers. Store window banners and cards were displayed for a fortnight, store flyers were circulated, and truck posters were displayed.

Institutional material was dramatized during the program, but commercial announcements were excluded. The basic idea was promotion of good will among customers and the 10,000 First National employes. I. C. Keyes, of Badger & Browning Inc., Boston, worked out program and promotional angles.

* * *

DIAMOND CRYSTAL SALT Co., using spots on WBZ-WBZA, Boston-Springfield, will send listeners a weather forecast consisting of a picture of Cape Diamond Light, sensitized by chemical treatment, for the sticker label pasted over the spout of a package of salt.

A TYPICAL WBNY AUDIENCE!

A FEW days ago Harold Smith of WOKO - WABY in Albany called up to ask us to test a song-guessing contest which he described as a wow. He was anxious to determine just how much mail it would pull in the several cities linked by the New York State Broadcasting System network.

WE said O. K. and, with just three advance plugs, we put it on WBNY for a fifteen-minute shot during the noon hour. The idea was that to every listener who could correctly guess the titles to ten tunes played in the program we would present two tickets to a local movie theater.

NEXT morning, in the first delivery, the mail man walked in with 639 letters. In the second delivery he left 952. The grand total of the WBNY mail pull was 4,758. We, of course, were eager to determine the volume of responses—but we were more interested in breaking them down to ascertain the makeup of our audience. Were most of the letters from any given section of the city? How many men—and how many WOMEN—were in the response?

MUCH to our pleasure, we found that the letters had not only come on a city-wide basis, but also from numerous towns and villages of Western New York; 65 per cent from women and 35 per cent from men. Once more proving that WBNY is doing a real job throughout the Buffalo area at the lowest possible cost. It will pay you to get acquainted with

WBNY

Owned and Operated by Roy L. Albertson

Studios—485 Main Street

BUFFALO

Telephone Cleveland 3365

National Representatives

WESTON, FRYKMAN & ALLEN

509 Madison Avenue, New York City

520 N. Michigan Avenue, Chicago

122 S. Benton Way, Los Angeles

XUM

An Improved HOT CATHODE MERCURY VAPOR RECTIFIER ...the RCA 857-B

Shorter Cathode Heating Time ...only one minute!

Greater Uniformity of Emission Characteristics!

Longer Life!

Greater Freedom from Arc Back!

New Low Price

THE RCA 857-B rectifier tube utilizes a new principle in coated cathodes. The construction of the filament is such that the coating will not flake off as it did in former types. A material is used which is less likely to be damaged in the event of an arc back.

Many thousands of hours of use under test indicate superior performance with extremely long life and remarkable freedom from arc backs.

The RCA 857-B is interchangeable with the old 857. It is priced at $275.00 net f.o.b. factory. Complete technical data will be furnished upon request.

TECHNICAL INFORMATION

Cathode	5 volts	30 amperes
Max. Peak Inverse		
25°C—65°C (Condensed Mercury)		10,000 volts
30°C—40°C (Condensed Mercury)		22,000 volts
Max. Anode Current		
Instantaneous		40 amperes
Average		10 amperes

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America